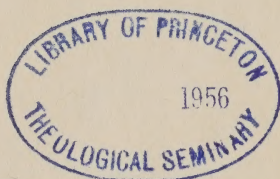
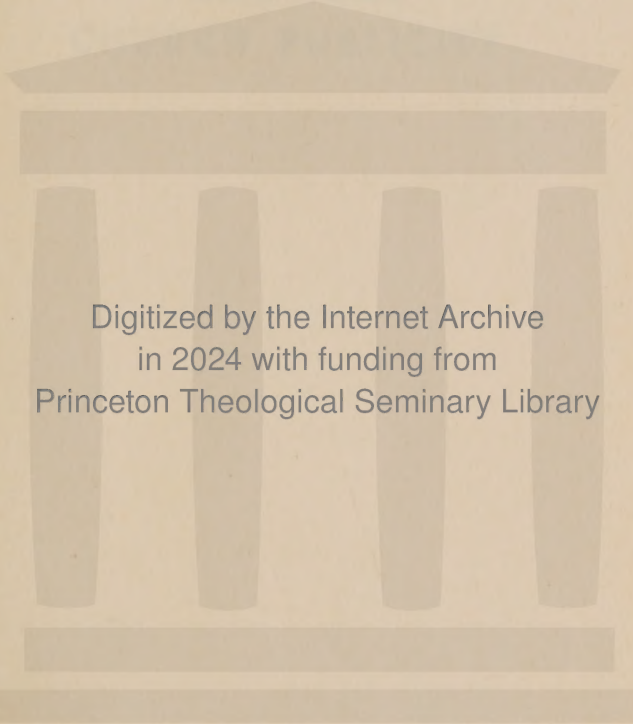


**PRACTICAL
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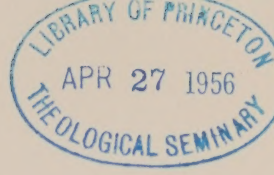


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Practical church publicity



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**PRACTICAL
CHURCH PUBLICITY**



PRACTICAL CHURCH PUBLICITY

BY

RICHMOND O. BROWN

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INTRODUCTION

PRACTICAL church publicity can deepen the members' interest in your church and inform the outsiders who know little of God. It can increase the effectiveness of almost every effort put forth by the church. When properly used, publicity not only brings the Sunday congregation out in larger numbers, it also persuades them to return for other activities. And it ingrains the church into the thinking of the community.

"Go . . . , and teach," Christ commanded in the world's greatest challenge. Yet many churchmen ignore the vast opportunities publicity offers in educating people all around them.

Regardless of a church's size, it should have an effective publicity program in operation at all times. Depending on the means used, publicity can reach a small group or an entire city with the Christian message. The church must inform all whom it seeks to serve.

This book was written in the belief that the persons who know little or nothing about the technique of church publicity can learn to do a good job of it if they are sufficiently interested. We start with the assumption that the reader is not even familiar with the vocabulary of publicity. From there we go step by step to the advanced stages. The small rural church, the large city church, and the sizes between are included. We hope that we have presented the information which will prove valuable to both the beginner and the experienced.

Although we have kept in mind the church layman who has done no news or publicity work, this book should also be helpful to those who have experience in this field. It treats news from the religious angle and considers the whole catalogue of publicity methods. Instructions are given in utilizing for God the chief means of publicity.

To do an effective job, you must know something of what can be done with each of the many forms of publicity. Therefore, we have tried to cover all phases which might be considered by the church worker. The less useful ones we have merely described, to avoid wasting your time. All forms that promise results for the church we hope we have treated thoroughly enough for you to use this as a practical handbook in all your publicity programs and projects.

Opportunities offered for promoting Christian action and thinking are too great for any conscientious church to ignore the use of publicity.

I am convinced that the effort of reading should be spent in unfolding ideas rather than in unscrambling words. Therefore, I have tried to make this book easy to read.

RICHMOND O. BROWN

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The Scope of Church Publicity

THAT I may publish with the voice of thanksgiving, and tell of all thy wondrous works.—*Psalm 26:7.*

Church publicity dates back to the New Testament, yet it is as modern as the hourly newscast.

The purpose of church publicity is to increase the growth of God's work on earth.

Publicity has performed this task time after time where churchmen have given it a healthy chance. It has failed often where its techniques and possibilities were not understood.

Your church can use publicity effectively if the workers will accept this fascinating field of activity as their responsibility. Since you are reading this book, you are evidently interested in this enormous, neglected field. If so, you are starting on an adventure that will give you much satisfaction in your accomplishments. You will become well acquainted with local and visiting church leaders and make many friends whom you would barely know otherwise. Your efforts should build support for your church program and bring the lost to the house of God. Also, you will make Christ's kingdom more real to your hundreds of readers and dozens of co-workers.

You may head the publicity committee of your church, you may be a member of the committee, or you may be the sum total of that committee. Whatever the setup, your job will be interesting, and your influence will be great.

News is the largest item of church publicity. It will reach more people than any other form. Speaking of the great influence of the newspapers, Henry Ward Beecher said:

Do you ever stop to think that millions have no literature, no school and almost no pulpit but the press? Not one man in ten reads books, but every one of us, except the very helpless poor, satiates himself every day with the newspaper. It is the parent, school, college, theatre, pulpit, example, counsellor, all in one. Every drop in our blood is colored by it.

Besides the newspaper, there are posters, the church bulletin and paper, radio, post cards, handbills, signs, loud-speakers, and a multitude of other means of communication which carry more influence than most people dream of.

After pastoring churches in the rural community, in the county seat town, and the large city where he used the church paper, direct mail advertising, display ads in newspapers, paid radio announcements, public address system mounted on top of a car, news publicity, a hired reporter, handbills, etc., one pastor is convinced that a variety of publicity is vital to any advancing church. Says he: "The methods that I am using here (in a city church) are the same methods that I have used in the pastorate in a county seat town and also in a rural church."

Each of these can be included in your activities. Of course, you may take the responsibility of only one or a few of these methods of advancing Christ's kingdom, while someone else in your church utilizes the other methods.

In working at church publicity, you will be enlarging the influence of your church. You will increase the church attendance and develop your town's or country's interest in Christian activities. You will influence for good the thoughts

and politics of your readers. Your action will point out examples to others, encourage Christian workers, and remind church members of their duties and accomplishments.

A Baptist Press release from Nashville, Tennessee, states:

"Churchmen should regard the secular press as a vast pulpit of black ink on white paper reaching an audience far greater than that of a multitude of churches, an audience that can never be reached in the church because it never goes to church."

The speaker was a newspaperman, James O. Supple, religious editor of the *Chicago Sun*.

He visualized the press as a method of evangelism and urged that clergymen and laymen make available to newspapers the record of "what Christianity is doing to solve the problems of the socio-economic order." Then he declared that churches as well as newspapers have been responsible for inadequate, sporadic, and insignificant coverage of church affairs in the past.

Yours is one of the greatest duties a Christian can have. Like all efforts, you can work a short while each week or you can work a lot. But do something every week! That will keep you in the publicity habit and furnish a bit of Christian influence.

"In what size place can church publicity be carried on successfully?" you may ask. Any size. Your church may meet in some schoolhouse, with preaching one Sunday each month, or it may have its own buildings with an auditorium which seats a few thousand, or it may be the church where two women's missionary circles meet each week and the men's organization meets twice a month. Whatever the size, your church's influence rates more power than it now has. You will give it a good measure of that power if you do your job right, if your responsibility becomes your habit. God and you can do great things together.

You and your publicity group have the job of getting all the wholesome advertising possible for your church. If you don't like that word "advertise," remember that it means to *make known* or to *inform*. Never apologize for making known God's work. You are not degrading his kingdom when you inform people about it.

The most-used brands of food are used so extensively because of the publicity given them. Advertising increases business, it increases attendance at ball games, it will increase attendance at your church.

Advertising, the telling of others, helped bring together the multitudes to whom Christ spoke. The woman at the well advertised Christ in Sychar, and many believed. In Rome, Paul sent messengers out to advertise to the Jews that he wished to speak to them on a certain day. After they had come to his house, they wished to have another meeting a few days later. During this time they evidently advertised the coming meeting.

In the Old Testament we find case after case of the judges and kings sending messengers throughout the land to advertise some religious service.

In Jeremiah 50:2 we find: "Declare ye among the nations, and publish, and set up a standard; publish, and conceal not: say, Babylon is taken, Bel is confounded, Merodach is broken in pieces; her idols are confounded, her images are broken in pieces."

The first printing press was used to publish the Bible. Its use by churches has steadily increased until at present millions of dollars are spent wisely each year on Christian books and periodicals.

Posters, handbills, signs, letters, announcements work together to reach crowds of people.

If you wonder about the value of church publicity, try to imagine your pastor attempting to conduct a new weekday service without giving it a bit of advertising, not even an announcement from the pulpit. The pastor would be the only person present. Contrast this with a revival which is being conducted by a well-known preacher when the whole event has been given plenty of all kinds of publicity before and during the meeting. The church will be filled with both lost and saved people. The many forms of advertising can lead the way for souls to enter the kingdom of heaven.

Regardless of how much publicity your church gets, souls are still saved by men and women putting their faith in God. Publicity is no substitute for prayer, preaching, and personal work, but the results do increase when the four are used together: prayer, publicity, preaching, and personal work.

News and You

I HAVE found news the most fascinating of the many phases of publicity work set forth in this book. With news, your publicity goes right into the homes. News is read by farmers after a day of work, businessmen in their offices, by the family as it gathers in the living room each evening, and by thousands of people near you when they receive the weekly paper. For many the first contact each morning with the outside world is news. The only reading for others is the newspaper; it is their only religious instruction.

Your job is to see that the amount of published news about Christian work is increased and improved. The best way to do this is to write it yourself. When you start looking, you will realize that many newsworthy things happen around your church that never are written about. The newspaper staff can't be everywhere, it can't hear of everything.

The editor uses the best news he receives. You are right in the middle of a lot of the best. It is your job to see that this church news reaches the editor's desk with the least trouble to him. That is the way he likes it.

You don't have to learn all the tricks of a newspaper reporter. Your job is church news. There are a few rules which you must learn. Dozens of church news stories are rewritten or thrown into the wastebasket by the editor because the church writer didn't know the rules which are discussed in the next few chapters. Once you start putting

them into practice, your news stories will begin to appear in the newspaper for which you are writing.

You may ask, "*But does the editor want news from me?*" Definitely, yes! Most editors would use more church news than they do if they could get it immediately and in good form. You are on the inside when it comes to church news. If you are careful to get the facts straight and write them right, the editor will consider you as his most valuable reporter on news from your church. No one can handle church news so effectively as a church member. You can give activities at your church a thorough coverage for the editor and thousands of readers.

While I was doing publicity work for a summer camp, several pastors and church workers told me that the editors in their towns were Catholic-dominated and did not want news from their churches. Disregarding their advice, I risked a three-cent stamp and a bit of work to try stories in these "unwanted" places. Many of these stories were published, including one right at the heart of a stronghold of Catholicism.

Church news is in demand by members of all churches. The prominent place of the church in any community attracts the editor's attention to its news.

But never expect the editor always to use the story or lead you offer. Remember, he is the editor because he has the experience and "know-how" to choose what makes the best news. Even his trained reporters sometimes misjudge.

"Will my news publicity really accomplish anything?" You will be telling an audience of hundreds about Christ's work. You will be writing of God's work and his kingdom's achievements, getting your stories to people who would not listen

or believe it if told in any other way. When they see it in black and white, straight from the same newspaper that brings them much of the rest of their education, they accept it. If there is no religious news in the paper, they learn little of God. For some people, God's name is used only in vain, except in their newspaper. Your stories should guide such persons to the church services.

"Whom will church news influence?" Your pastor will be encouraged by seeing that the efforts of the church are receiving recognition and support. Church workers also will be encouraged. They will keep better posted on activities in other departments and get a bigger picture of the church activities. Church members will take their church more seriously when they are reminded during the week by a secular press that the church really counts in their area.

When the backslider reads about the church activities of the people with whom he used to associate closely, he will be reminded of the part he once took in the services. Your news stories will keep him responsive, perhaps influence him to return to his church worship. He will be a better prospect for someone to visit because you have kept reminding him of his church and duty.

Schoolteachers who want to give your community worthwhile activities and stand up for right will be encouraged. They will be supported by the reminder that they have the backing of an influential group of church people. Groups who oppose wholesome activities will realize that these teachers are not standing alone.

People who do not attend church regularly grossly underestimate the influence of the churches when there is little church news in the papers.

Even the school board will be influenced to select better teachers when they feel that their action will be approved by a strong Christian element. The mayor and city council will consider what the Christians will think before they take an action. They may go ahead and put through a detrimental change, but it will be tempered by the good influence.

A better class of politicians will be encouraged to run for office when they feel that the church members are an influential group. Your news stories will do much to give them this feeling. Campaign platforms will include more constructive planks when you prove to candidates that there is an active and influential body of church members down your way.

Too few of our own members realize that the church is a strong influence for community good. This is because they don't hear and read enough about church activities.

You can arouse the interest of disinterested persons in general if you give them plenty of appealing and informative church news. Even the skeptic will admit the facts he reads in black and white.

Of course, always you will be guiding the lost to the place where he can meet God.

You will never fully know the extent of your influence if you carry on this project with determination, action, and prayer.

"What equipment must I have?" Absolutely necessary are a pencil, a pen, and a sheet of paper. Many church and local news reporters use no more. A telephone will save time and bring you more news. If you have a typewriter, it will be a great help. If you don't have one, the pastor or a friend

may let you use his or type the stories for you. If this is impossible, go ahead and write your stories in longhand, as explained in the following chapters. Editors strongly prefer typewritten stories.

“What ability do I have to have to get my news stories published?” Not a lot, but a liberal amount does help. News stories are the easiest type stories written. You will have to learn to write only the few variations of the church news story. If you can write a letter, you can learn to write news which will be published.

Even before you learn the essentials you can telephone the complete information to the newspapers. Some papers will have a reporter write a news story from phoned-in facts.

Whatever ability you now have will increase as you practice your work. The old saying, “The only way to learn to write is to write,” is an eternal truth. This book intends to help you learn. The person who has not learned to write news stories is given the most attention on every page.

When I hear a preacher complaining that his local paper won’t publish church news, I immediately suspect that he doesn’t prepare his news stories properly. In many such cases I have seen a trained church reporter write news stories which have been readily accepted and published.

As you increase your ability, you will get more and more stories in print.

“How hard will it be for me to learn this new work?” Not very hard, but you will have to put out a bit of effort. You will have to learn to get interesting information about new happenings. You will have to learn to write news stories. But when you learn, you will be set for new adventures. These are adventures in service and influence.

"How much time does it take to write a story?" If your story is only a paragraph, you will probably not spend thirty minutes on it. If it will fill half a column or more, you may spend half a day gathering the information and writing it. (It will seldom take that long.) These longer stories receive more attention and are worth the extra work.

As you get the "hang" of it, you will turn out more and more material in the time you set aside for publicity. Soon you will be writing the single paragraph in five minutes from notes you took during a church service. Longer stories will be just as easy, but require more time.

The required time can be cut down by keeping alert and recognizing the news value of a bit of conversation as soon as you hear it. This way, you can get most of the information on the spot.

You will become interested and find many ways to make your time count for more. But even in the slow beginning, any news you get published will be helping to carry out Christ's command to "go . . . teaching them to observe all things, whatsoever I have commanded you," and lo, he *will* be with you.

"When can I start this new activity?" Immediately! As soon as you finish reading this book. Someone in your church should have been working at it months ago. You will miss at least one news story because you aren't ready to start right now. You will miss more if you let dust collect on this book and delay your beginning.

That is the way news is; it gets old and useless faster than anything else. It is like the manna, it spoils if it isn't used immediately. And, like the manna, there is always some of

it. You have to go out and gather it. But the gathering is interesting, the writing is an accomplishment, its publication is a help to your church and to God's kingdom.

Every time your news story about a Christian activity is published, you have caused hundreds of people to remember God's work. It will promote the members' pride in their church. The unchurched will be drawn toward God. Interest is increased when things are happening around a place IF the people know about them.

Your job is to keep people thinking of God and his work throughout the week, to publish the information about the progress of Christ's kingdom, and to let the world know that things do happen around the church. Real news can challenge.

Writing Your Church News Story

Rudyard Kipling said:

I keep six honest serving-men
 (They taught me all I knew);
Their names are What and Why and When
 And How and Where and Who.*

Your news stories will take shape something like this: You will hear a bit of information which you believe would make a good news story. You ask yourself, "Just what about that would interest people?"

You decide on the questions you want to ask the person who knows the facts, then hunt up that person and ask the questions. Keep your mind awake, and ask more questions as you get the story. Next, you decide which part of the story should be put first, which second, and so on. When you get this far, the writing will be easy. Once written, you will take it down to the newspaper office, or mail it, and hope it will be used. Followed step by step, it is fairly simple.

GETTING THE INFORMATION

Let's take an easy start: You learn that the Intermediate department of the Sunday school is to have a party. Hearing this bit of information is the first step. This is about all that most church members ever learn about happenings in other

*Used by permission of Doubleday and Company, Inc.

departments of the church. But you realize that those kids are going to have fun. You want to show everyone you can that the young people in your church enjoy themselves.

Automatically you remember that your next job is to decide which questions will get the information you want. You imagine yourself saying to Bob Snyder, the Intermediate department superintendent, "I hear you are having a party. When will it be?"

"Thursday evening," Bob answers.

"Well, I think it would give an added interest, and the boys and girls might remember a bit better, if the newspaper would carry a story about it before it happens. If you will give me the details, Bob, I'll try to write it up for them."

"Well, thanks! What do you want to know?"

Right there is where you will swallow your tongue and ask a general question or two, then leave without any real news if you haven't prepared several questions ahead of time.

But if you have your questions ready, it will go smoothly, something like this:

"There are the routine questions like, where will it be?" you'll say.

"Over at Sally Werlitzer's house," Bob will answer immediately.

"That's over on Elm Street, isn't it? Do you know what the number is?" you will throw in an extemporaneous question.

"No, I don't, but you can get it from the back of her class card."

"Or I can get it from the telephone directory," you offer.

You go on through your list of questions and jot down the answers Bob gives. Of course, as you develop the information, you will think of more questions. Get all the facts you can while you are talking with him. If you don't, they will be hard to get later.

The list you prepared and memorized probably had the following questions in it:

WHERE will the party be? (Name and address of parents, too)

WHEN? (Date and time)

WHO is invited? (Prospects? pastor? others?)

who will be present to sponsor it? (Their connection with Intermediates)

who is planning the games?

who and how many are expected to attend?

WHAT is the program? (Theme? refreshments? decorations? costumes? dress? type of games?)

WHY are you having the party? (Increase interest? attract prospects? monthly social event?)

HOW will the party be conducted? (By the Intermediates? Who? by an admired party planner? by Bob?)

HOW is the party financed? (By the Intermediates? by interested workers? by the church?)

Kipling's five "W's" and an "H" do the trick. Of course, you had to elaborate on each.

You probably got a good deal of information from Bob, such as:

Party to be at Sally Werlitzer's

Parents: Mr. and Mrs. John C. Werlitzer. (Get address on class card)

Games on front lawn

Thursday evening, 7:30

Prospects: Intermediates, workers invited

Wanda Smith to sponsor it. Teacher of 15-year girls

Planning for thirty

Edna Ellis, member of 16-year girls' class, planning games

Hour and half of outdoor games, fifteen minutes choruses, then refreshments

Elmer Combs to lead choruses, Mack Briggs to play accordion

Choruses to be both popular and religious

Refreshments: Chocolate and strawberry ice cream, angel food cake, mints

No special decorations or costumes

Sports clothes to be dress

Party is monthly social event, to provide wholesome recreation and increase interest of members and prospects

Department officers to have no part in running the party

Church makes practice of financing one party a month for each department or class

You have quite a bit of information. Any time you get that much from one person, you will be fortunate. But if the

person you are interviewing doesn't have all the facts, let him give you the answers to as many of the questions as he can. He should be able to tell you who can answer each of the others.

Now, do you remember what is the next step after getting the information? Look in the first paragraph of this chapter and you will find that it is deciding which part of the story should be put first, which second, and so on.

WRITING THE STORY

Go back over your list of facts and choose the answer to one of the "W's" which you consider the most interesting. Place a figure "1" by it. Do that before you read another sentence.

You will form this bit of interesting information, with its related fact, into what is known as a "lead sentence." Start off with all the interest possible. A newspaper is read in a hurry. If the first sentence doesn't hold the reader, he will glance on to another story.

Each story can be started in several different ways. Which-ever way you handle it, get the main facts and the interesting ones into that lead sentence. Get the important facts in early and the reader will get the gist of your whole story in a glance, even if he does go on to another story then. Bring in the interesting material too late and your story will not be printed.

It is universal news style to tell everything in the first sentence. This is supported by the remainder of the first paragraph. The other paragraphs bring in new facts related to the lead and develop them.

Let us suppose that for the Intermediate party story you decided the answers to "what" are the most interesting or important, and that the entertainment and refreshments are the best of the "whats." You can look over the list and decide which facts would have to be connected with these to give the complete story.

With these main and associated facts, your lead could be: "The Intermediate Department of the First Baptist Sunday School will meet in the home of Sally Werlitzer Thursday evening for games, choruses to accordion music, and refreshments of chocolate and strawberry ice cream."

But you wouldn't start that way. That gives nothing interesting in the first half of the lead sentence. And the sentence is too long.

"Choruses to accordion music, games, and refreshments of ice cream and cake are being planned by the teenagers of the First Baptist Church for their party Thursday evening." This starts with interest. It attracts attention. There is nothing really dry in this lead sentence. We have the what: choruses, games, refreshments; who: teenagers; why: for their party; when: Thursday evening.

The rest of the story will tell the where and how and develop these five "W's" and an "H." That is the reason for the other information in your notes.

Now that we have decided on our lead, don't write any more for a minute. Instead, place a small check by each bit of information we have used. This includes "games," "choruses," "to play accordion," "refreshments," and "Thursday evening."

Bits of information closely connected to these and entire "chunks" of information were not used.

Now, look over that list and decide which is the next most important or interesting information. Place the number 2 by it. Choose that third in importance and mark it number 3, etc. Continue until you have all your information evaluated.

Now you are ready to write the remainder of the story without floundering around and leaving out a lot of your valuable material. Start writing. In the first sentence of this, your second paragraph, use the material by your number 2. If there is something opposite number 4 or 9 or any other which is connected with your information opposite 2, just go ahead and use it now. Your system is flexible. Write a whole paragraph about your information opposite number 2. Try to keep it under fifty words.

Make the first sentence of each paragraph a summary of, or an introduction, to that paragraph.

Each time you use any information from your notes, place a check by it. That makes it easier to be certain of working in all desired information. You can see at a glance what is not used.

Now go on to your number 3 material and write your third paragraph. Then number 4, etc. Write the entire story before continuing to read.

Very often an editor doesn't have enough space for your whole story. He's in a hurry, so it is a standard practice for him to cut off the last paragraph. It's simple, yet efficient, because the last paragraph contains the least important information.

Even if the editor has space for only one or two paragraphs of a longer story, he takes the first one or two paragraphs and discards the remainder. You have the essentials of the

whole story in these paragraphs, so it is not ruined. Of course, if he does use all the story, you have it full of information and have made it interesting to the readers.

There are several ways of writing each story. One way of handling the one we have been discussing is:

Choruses to accordion music, games, and refreshments of ice cream and cake are being planned by the teenagers of the First Baptist Church for their party Thursday evening. This monthly social event of the Intermediate Department of the church will be at the home of Miss Sally Werlitzer, 516 East Elm street.

Lasting an hour and a half, outdoor games will be led by Miss Edna Ellis, of the sixteen-year girls' class. Following games, Elmer Combs will lead the group in singing popular and sacred choruses. Mack Briggs will accompany them with his accordion. For refreshments they will be served chocolate and strawberry ice cream with angel food cake and mints.

"Wholesome recreation is encouraged by the First Baptist church," stated Bob Snyder, Intermediate Department superintendent. "Funds are provided each department or class for one party a month," he added. This is done to promote fellowship among the members, to increase attendance and interest, and to let the members get better acquainted.

Expected at the party Thursday evening are thirty boys and girls. Sunday school teachers and officers will be present also, but the activities will be directed by the young people. Miss Wanda Smith, teacher of the fifteen-year girls, will sponsor the group.

We didn't use quite all the information in our notes because it wouldn't fit in conveniently without weighting down

the story. Never hesitate to discard information which will get in the way of the story.

This handling of the story differs from the way you would write it, because no two persons write in exactly the same manner. Whichever way you do it, make sure that you do your best.

ESSENTIALS OF YOUR NEWS STORY

We will now discuss different ways of starting stories, what makes news, how to improve your news stories, and things to avoid.

The chief reason more church news stories are not published is, they are never written.

Just like a youngster washing dishes—the dreaded part is usually the beginning. If he rolls up his sleeves and starts washing on the first dish, the dread is all gone.

LEADS

Summary Lead

Of course, you must gain a bit of “know-how” in handling that first part of the news story, which is called the lead. Earlier we discussed one method. There we put all the main facts of the story in a general summary at the beginning. This is called a “fact lead” or “summary lead.” A large number of your news stories will use it.

Quote Lead

All news stories use this practice of telling the whole story in the first paragraph, but there are variations of it. One which you will be using often is the “quote lead.” This is

especially good for speeches, sermons, reports, and statements by an authority. "Quote leads" may be direct quotations, as: "The morals of Shanton are degenerating as never before," stated the Rev. George B. Funston, pastor of the Ebony Street Methodist Church, Sunday. . . ."

But usually the story can be told quicker with a summary of what was said.

"Police records and the increase in dance hall business prove that 'the morals of Shanton are degenerating,' stated the Rev. George B. Funston, pastor of the. . ."

This is still a "quote lead," but tells the story better. A speaker seldom summarizes his message briefly enough to make a lead by quoting him directly.

Other Leads

A tabulation of the other types of leads would include:

Contrast:

Four-year-old Jane Erickson told a congregation of five hundred. . .

"A true Christian can face the greatest dangers calmly," stated. . .

"Preaching to a visible congregation of only eleven but to a radio audience of twenty-thousand. . ."

Question:

Where are church members Sunday evening? A look in at. . .

"Are churches of any value to people who never attend?" Rev. Arthur C. Walker answered this with a strong yes yesterday. He gave as his reasons: . . .

Punch:

God lives in Smithville.

This was the sermon subject of the Rev. . .

Seven hundred persons hold offices in the churches
of Localville.

Descriptive:

Sitting behind a red, white, and blue cake with
seventy-five candles, and wearing a. . .

Under a rustic brush arbor still smelling of freshly
cut pine. . .

Background:

Carrying on their campaign to. . .

Feverish activity will precede. . .

In the middle of their building program. . .

Action:

Mr. John Scott leaped to the middle of the. . .

A strong wind ripped the steeple from the. . .

Challenging all rival teams. . .

Study the different types of leads until you are able to name each. It is necessary to understand these if you wish to write effective news. One lead can include elements of several types.

The nature of the story will determine which kind of lead to use. Be on the alert to start each story with the lead which gives the most life and value to your news.

Without good leads, your stories will not be read, probably not published. With the right kind of leads, readers will go right on through the whole story and develop a bit more interest in your church.

WHAT IS NEWS?

"So far, so good," you may say. "But just what around church is news? What makes news?"

That is what we are going to talk about now. Learn to recognize news, and you will not only know what to write about but also know what to include in your news stories. Below is a list of the qualities which make news:

Proximity

We are more interested in hearing about a child getting run over down the street than we are in hearing about a hundred rioters being killed in India. Yet the people in the next town would not be interested in the child's accident. Then suppose a hundred persons were killed in your town. Proximity would create black banner headlines. Proximity does it.

Timeliness

The calling of a new pastor is immeasurably of more importance than the singing of a soprano solo by one of the choir members. But if the pastor was called a few years ago and the solo sung this morning, which will receive the more comments as the service ends? That which has just happened or has just been discovered interests us more than that which is history.

Prominence

When Mrs. Thomas A. Edison died, papers all over the country carried the news. But if a person who has never been in the public limelight dies, only the local papers carry the story, and that's usually only an obituary. What is the difference? Prominence. Nothing more. We

are influenced no more by the death of Mrs. Edison than we are by the death of an unknown person who lived in the next town.

Consequence

"It doesn't affect me, so I'm not interested," is an overused statement. If the pastor preaches against the use of alcoholic liquor, it is probably good for a two-paragraph story over on the inside pages. The readers don't get very excited about it. But just let that same pastor organize a temperance movement with the definite purpose of getting the sale of liquor prohibited in your town and it will make front-page news. The whole town will be talking. The consequences can be great.

Conflict

The above story would appear once, then occasionally there would be a follow-up story on the inside pages. But if the barkeepers' association denounced the pastor publicly and stated that half the town's revenue comes from liquor, then the pastor came back with figures on the cost of crime caused by liquor, that would make a good conflict. In every issue of the paper the charges and counter-charges would be carried on the front page.

The facts in the case are old. The pastor has always been opposed to liquor, and the barkeepers have always been in favor of it. But conflict has entered the story and made it front-page news.

Human Interest

Someone has said that human interest is that which appeals to our emotions. The reason we like stories about animals and children is, they touch a soft spot of our

emotions. Such stories have feeling in them for us. If a dog is especially faithful while trying to help his master, if a bird builds its nest on a park bench, if a child gets to ride in a big train locomotive, if a man gives his life's savings to missions, if an aged lady is granted her girlhood ambition to direct a choir number, our human interest is aroused.

Unusualness

The unusual, the odd, the novel make interesting news. The little church doing a big job is unusual. A man as superintendent of the Cradle Roll department is novel.

Progress

The Sunday school which is having a larger attendance than ever before is of interest to every person in town who is concerned with churches. The women's organization which has set a new record enrolment attracts attention. The church which takes another step by organizing a new boys' group is admired, or envied, by other churches. Plans for a new building. . . . We could go on and on. Churches progress. Failure or regression are also of some interest to readers, but they are not so strong as progress.

Drama

The dramatic gets our attention. But it is usually sensational. The speaker who attempted to emphasize his message with a display of gymnastics was dramatic. The person who does the absolutely unexpected act at the tense moment is dramatic. Seldom will these give favorable publicity to the church.

But if a preacher or church worker gives aid in disaster, if he remains calm when one is expected to get excited, if one exercises true Christianity in a dramatic situation, that news will carry a strong message to every reader.

These are your news values. Use them for all they are worth in Christian publicity. But don't be artificial in doing it. If something is news, it will have one or probably more of the above qualities. Emphasize the strongest and utilize the others. Each story will have to be considered as distinctive and treated differently from others. That is one of the things which makes news writing so fascinating.

SENTENCE OPENINGS

With the variety of leads you have learned, it is still possible for sentences to begin monotonously with *the's* and *a's*. Thoughts can be expressed in weak, repetitious order, or they can have vivid forcefulness.

To add quality to their writing, professional reporters utilize various sentence openers, which are easy for the beginner to learn. These can improve your stories immeasurably. Practice using them; they are especially good in starting the lead, and must be used throughout the story. Sentence openings are:

Participial phrase.—A participle is a verb used as an adjective. A participial phrase is a participle and its object and modifiers used as an adjective.

Running to church, Bobby Sanders. . .

Opening the church door yesterday morning, the Rev. . .

Showing colored slides of Japan, Miss Jean Baker said: . . .

Adverbial clause.—An adverb modifies a verb, an adjective, or another adverb. An adverbial clause is one which does the work of an adverb.

When the Rev. Charles R. Jones speaks, the entire congregation listens closely.

Wherever it sings, the Elm Avenue Presbyterian choir is zealous.

To help their church grow, members visit.

Prepositional phrase.—A preposition usually refers to time or position and shows the relation of a noun or pronoun to some other word. A prepositional phrase is a preposition and its object used as an adjective or adverb.

With the sound of bugles, the unit advanced.

In a final drive, the enlistment team. . .

Across the entire auditorium stretched. . .

Infinitive phrase.—An infinitive is that form of the verb regularly preceded by *to*. An infinitive phrase is an infinitive with its subject, object, and modifiers.

To improve their worship, they made an extensive study. . .

To answer questions, Dr. Phillips mounted the platform.

To provide better programs is to draw larger crowds.

Noun clause.—A noun clause is a part of a sentence which contains a subject and predicate and is used as a noun.

Whoever needs help gets it at. . .

Why the Nazarene Church was helpful will be explained by. . .

What the Rev. John C. Jacobs meant was clear.

Noun.—A noun is the name of a person, place, thing, quality, or idea.

Rev. Arthur R. Leads announced Sunday. . .

A special meeting was called to. . .

“Brotherhood” was the subject of. . .

Newspapers have to compete with other forms of information and entertainment, so they must be written in a forceful, alert style. Monotony cannot be permitted in any form. The above sentence openings will help you do your part to add interest to the newspapers for which you are writing.

SUMMARY

In this chapter you have learned the essentials of news writing. There are several elements: how to get the information, how to organize and write the story, the different leads for beginning a story, what makes news, and how to replace monotony with punch in sentences.

For getting information, there are the questions you prepare, basing them on What, Why, When, How, Where, and Who. Also, you will take notes on the information offered you.

To organize and write the story, choose the most interesting fact and base the lead sentence on it, telling the main story in miniature before the end of your first paragraph. In the following paragraphs introduce new facts in the order of their importance and develop them.

There is a variety of leads for you to choose from which permits you to stress the best quality of a story at the very beginning. These are the summary, quote, contrast, question, punch, descriptive, background, and action leads.

Too, you have learned what makes news, which is the same thing that adds value to news stories. These qualities are proximity, timeliness, prominence, consequence, conflict, human interest, unusualness, progress, and drama.

To improve your stories, vary your sentence openings among the following: participial phrase, adverbial clause, prepositional phrase, infinitive phrase, noun clause, and noun.

Get a few newspapers and in them find answers to the five "W's," organizational patterns, and at least two examples of each of the types of leads, news values, and sentence openings discussed in this chapter.

Although organization, types of leads, news values, and sentence openings are easily learned, they are four of the most important factors in your becoming a first-class reporter.

Improving Your News Story

CHURCH news reporting challenges one to develop his skills. In this chapter we hope to help iron out the rougher spots of your writing, to tell you how to dress up your stories with pictures, and present the mechanics of news copy.

LENGTHS OF SENTENCES

Try to keep your lead sentence under twenty-five words. If it runs on up to thirty words and cannot be cut efficiently, leave it that long.

But never run over thirty-five words, even down in the body of your story. News is written for fast reading. Thoughts must be in small, clear-cut units to put force in news. Without force, news is not read.

When your sentence starts getting long, break it up. Make two or three out of it. Nine times out of ten, this will make for clearer expression in any kind of writing. It is a "must" for news.

Here is how a sentence is broken up. Take this sentence: "The seventy-five candles on her birthday cake were blown out with one puff by Mrs. James C. Fields, 602 Birch Street, yesterday evening after members from her Sunday school class at the University Methodist Church surprised her by arriving en masse at her home with the candle-covered cake and staying for an hour of old songs and conversation about

past years." Sixty-one words in one sentence. It is clear, but can be improved by dividing it up.

Let's do it this way: "The seventy-five candles on her birthday cake were blown out with one puff by Mrs. James C. Fields, 602 Birch Street, yesterday evening. Members from her Sunday school class at the University Methodist church had just surprised her by arriving en masse at her home with the candle-covered cake.

"The women stayed for an hour of old songs and conversation of past years."

Sixty-three words, but three sentences. This permits easier, faster reading. Even another paragraph is begun.

Vary the length of your sentences. One long sentence after another gets the reader in a rhythm which keeps stress from being placed on any part of the story. And a story without stress is like a picture without variation in shades, plain gray.

LENGTH OF PARAGRAPHS

Paragraph length demands variety, too. But for news stories the paragraph must be short compared with other forms of writing. Keep your lead paragraph under fifty words. The shorter the better, provided you have answered a sufficient number of the five "W's."

Later paragraphs may vary from one to sixty-five words. They must vary. But you will seldom be able to get one as brief as ten words. The sixty-five-word maximum should be avoided when possible. That much print in a narrow newspaper column begins to look like a big block of forbidding matter. Try to find a logical place to divide a long paragraph. But if there is no logical place convenient, divide it at the end of any sentence.

If a list of names is running over sixty words, make more than one paragraph out of it. This is done by simply putting a period after the last name you want in one paragraph and beginning the next paragraph with the next name. Don't even use an "and" before the last name in the paragraph unless that name is the last one in the list, or unless the local editor prescribes it. Some papers follow the practice of breaking up a list of names into paragraphs by placing an "and" before the last name in one paragraph then starting the next paragraph with, "Also attending were. . ."

LENGTH OF STORIES

Length of stories is something different. The first story on page one is often the longest, yet it is read more than any other. Only the amount of news and the importance of that news control the length of a story.

A story which seems to be overcrowded can often be made into two perfectly good stories.

ACCURACY

Newspaper readers are seldom in a forgiving spirit. Get one letter wrong in a name and the editor will hear about it. When he discovers that you were the one who made the mistake, he will put you on his gray list. Make a few more mistakes and he will not welcome your news stories.

If you overestimate crowds at the services you are reporting, the readers will begin saying, "That bunch of cheapskates down at the _____ Church believe in doing their share of 'white lying.'" The reaction will be mistrust instead of respect.

Overstating numbers is inexcusable, unchristian. If there are more than you can count, get someone to help you. A choir member usually is in a good location to see everyone present.

For large congregations, find the average number on each of ten pews, then multiply by the total number of pews that size. Do this for all sizes of pews. Then, after subtracting an estimate of the number of vacant seats, you should have a fair estimate of the total number present .

If your total is 473, don't write, "Almost 500 were present." Instead write, "An estimated 470 . . ." Disregard the three. Your estimate wasn't that accurate.

When 24 attend a social, say it was twenty-four. "About twenty-five . . ." or "Almost twenty-five . . ." is vague, as well as stretched truth.

When we come to the number expected to be present, very few are not subject to the temptation of "overestimating." You speak to someone who is in charge of a Sunday school dinner, and ask how many are expected. "There are fifty-two teachers, and every one of them should come," is the answer that sounds the best, even though the dining room will accommodate only forty.

If you get that answer and include it in a story without further investigation, you are not excused. Perhaps some leaders are able to get all of their teachers out to such an event. But find out if this is one of such cases.

Getting around an exaggerated estimate is easy if you do it in a casual way. The person giving too large figures doesn't intend deliberately to misrepresent the facts. I have found it convenient to ask something like, "Are you preparing

food for the entire fifty?" or, you could say, "Did all the members come to your last meeting?"

If all attempts to get the facts result in what you believe is larger than a reasonable number, you may write, "Plans are being made for fifty." Or just don't make any prediction in your story.

Never guess! What you failed to get information about probably happened logically, but so many things would be logical that your chances of guessing the right one are few. One mistake in twenty is too many. There is no excuse for not having the information, but mistakes are unforgivable. If you don't have the facts, don't try to create them. People will lose their respect for you.

There is a more subtle form of inaccuracy which does not use numbers; it adds nothing of value to your stories. This is the use of such expressions as, "The entire audience approved. . ."; "The whole congregation rose as one body . . ."; ". . . held the audience spellbound"; and the rank amateur's trade mark, "A good time was had by all." Even a mediocre amateur will never, NEVER use that last one. These expressions have dozens of cousins you can learn to recognize by practicing.

What is wrong with those expressions? First, they are so general they are meaningless. Second, interpret them literally, and the reader has to smile in his tolerance of such exaggerations. Unanimous opinion is seldom heard of if people express themselves truthfully. Yet blind conversation has overworked these phrases because of their sweet completeness. But any kind of exaggeration is taboo in good newspapers.

The true situation can be expressed more accurately, and, therefore, more forcefully, by such expressions as, "A

unanimous vote," "The audience stood in a vote of approval," or a description of an enjoyable event, letting the reader realize the guests enjoyed themselves.

Futile attempts are made often to strengthen an impression by using another type of adjective, which turns out to be just so much padding of the punch of the story. Such adjectives are, "*Several months*," "*Large crowd*," "*Lovely gown*," "*Charming personality*."

If these statements are true, say the same thing more tangibly. "Eight months," "an estimated three hundred and fifty people," "a dark blue gown, trimmed in narrow lace," ". . . he said with enthusiasm." These are facts which can stand alone. They don't need some vague words which give the impression that something isn't being revealed.

For accuracy, get the facts. Never overestimate, never exaggerate, and never guess.

CLARITY AND SIMPLICITY

All editors demand that news stories be easy to read. This requires reporters to keep their writing free of rambling statements, awkward arrangements, and unfamiliar words.

Short sentences seldom give a chance for rambling statements or awkward arrangements. If you detect any tendency to ramble, rearrange the sentence or divide it into two or more sentences.

Trite expressions are amateurish, so worn and overworked that no one responds to them. Keep trite expressions from your writing. These include, "this day and age," "black as pitch," "worked like a charm," and many others.

Still worse are the archaic phrases, "rendered a vocal solo," "delivered his sermon."

Clarity and simplicity require that you use words which your readers understand. In church work we have developed a technical vocabulary all our own. We know what is meant when we hear someone speak of "an Intermediate," "a Junior," "the ordinances," "ordination," and other technical words. But the person who seldom or never goes to church will stop reading when he comes to these, and go on to the next story where he can read in a field with which he is familiar. One of your jobs is to get the interest of indifferent readers. For them use such words as "teenagers" or "high schoolers," "junior high boys and girls," "the Lord's Supper and baptism," and "dedicated as a preacher." With these you should use the technical words so all readers will get the full meaning. After the first such use, you may use the technical word alone later in the story. Your reader has been initiated.

Stories for church publications may include technical church words without explanation because these are read by an audience of church technicians.

ADDITIONAL AIDS

Invitation

As your news stories start arousing interest in the events at your church, people who have never come before will want to attend. Give them a chance. If a program is open to the public, say so. In the story, usually near the end, include such a statement as, "Mr. Mears stated that the public is invited to this program," "the church invites any men who wish to come," or any other appropriate invitation.

Never use, "You are invited." Only the third person is used in news stories, except in direct quotations.

Authority

When the reader would wonder about the basis for a statement in your story, you should state or imply the source. This would include the source of predictions, plans, unusual facts, and all quotations and opinions. Also, if a person, report, or paper which is the authority for your facts will add weight to your story, mention the authority.

Authority may be omitted or implied in news which is accepted without question by the reader.

Timeliness

Make your story up-to-date. If something happened last week but it wasn't announced until this morning, don't say, "Such and such happened last week." Say, "Such and such happened, it was announced this morning." In another story you can write, "Such and such happened recently." If there have been new developments since the bigger incident happened, the story can be written on the recent happening and include the older, bigger event.

Avoid Editorializing

Use only the third person in news stories.

Use only definite facts. The following express opinions: "A *good time* was had by all," "The group *enjoyed* . . .," "Preached to an *appreciative* audience," "Sang to a *responsive* group." Tell how. The use of opinions is called *editorializing*, meaning it is good only on the editorial page.

You have now studied the major elements of news writing. If you have learned these first chapters, you should be able to write news stories which will be published. As we said earlier, "The only way to learn to write is to write." Perhaps you will have to try a few times before you get your

story past the editor. But in each failure you will learn. Within a short time you can be getting the majority of your news stories published. This will bring a welcome satisfaction as you realize you are succeeding in a mission field that reaches hundreds, even thousands.

NEWS PICTURES

A picture dresses up a story and makes it more attractive; it also creates a more lasting impression on the reader. In fact, there are times when the story is run because of the picture.

The main reason more pictures are not run in most newspapers is the cost. It takes money to pay photographers and engravers to make a cut (technical word for the metal engraving used to print a photograph in a paper). To fill the same space with type, it takes the paper's typesetter only a couple of minutes. There is no comparing the cost.

The other big element which decreases the number of pictures used is time. Something happens this morning, two hours before the deadline. A story can be written in thirty minutes or less and be run without inconveniencing anyone. But if the reporter took a picture to be used, it will take almost an hour for a print to be made. Even if there is a photoengraver in town, and if he can start work immediately, he will not be able to meet the deadline.

Few of the smaller cities have photoengravers. This makes it necessary to have the cut made in another town. Transportation and processing time make it difficult for weeklies to illustrate spot news unless it happens early in the week.

Seldom can a daily which does not have its own engraving plant run a picture with unexpected news.

But around your church there are many events for which cuts can be made in advance. Speeches and meetings are ideal for this.

If there is a speaker coming to your church, get in touch with him as early as possible to find out if he has any cuts or mats of himself. (A mat is a cardboard impression of a cut. The local paper runs molten lead into this impression, thus making a lead duplicate of the cut.) If such cut or mat is available, the paper will probably be glad to run the picture. In this way they are able to dress up their paper with local interest and thus avoid spending any money.

If the cut isn't already made, and the paper which will use the story does not have its own engraving plant, you must consider things twice before spending the church's money for pictures. The size of the church publicity budget, the importance of this event, and the importance of other events throughout the year which will need picture publicity are determining factors.

If you decide that a story on this event must have a picture, but the church can't afford it, there is some chance the editor might consider that the news value of the picture would make it profitable for the paper to pay for having the cut made. If so, fine. If not, all right. You have just shown him the picture and the story. No hard feelings were made. You offered it only as a suggestion, not a request.

If the paper has its own photoengraving plant, it will be more liberal in its use of pictures.

But let us suppose the paper has no engraving plant and your church publicity budget is large enough for you to spend a couple of dollars in an effort to get a 10 per cent increase in attendance at this program. Get a good picture of the

speaker if he has one. Take this down to the editor and explain that the church is willing to pay for the cut if he would be interested in running it with a story on the coming event. If he says no, thank him for considering it and leave. He knows what is best for his paper. Don't urge him. This would only antagonize him and prejudice him against all your stories.

If he is willing to run the cut, ask him if the photograph you have is satisfactory. It should be a clear, black and white print, with a glossy finish and contrasting shades. Size should be between five by seven inches and eight by ten inches.

When he approves the print, ask him if he wishes to have the cut made, with your paying the cost, or if he prefers that you have it made. If he wishes to do it, tell him how many mats you want, if any, and offer to pay then or when he receives the bill.

Before turning loose of any photo for processing by an engraver, make certain you have written a cutline for it and have recorded the vital information (buildings, people, etc.). Identify the persons in the picture by listing them from your left to right. Verify spelling and initials. This information is given to the newspaper later when you turn in your story which goes with the picture.

If the editor prefers that you have the cut made, ask him for the address of the engraver to whom you should send it and what the cost will be. Also ask him for any instructions you might need.

On the back of the picture write lightly, "After use please return to: [*your name and address*]." Place the photo between two pieces of stiff cardboard and enclose it, with an instruc-

tional letter and a check covering the cost, in a mailing envelope. Send these to the engraver.

Before sending the picture to the engraver, decide if you will be sending this same picture to other papers. If so, order from the engraver a mat for each paper. Each mat costs about one-tenth the price of the cut. These can be mailed flat with a story.

The instructional letter should state the width of the cut (one column, two columns, etc.), the size screen desired, and the number of mats.

The size screen is the number of white lines per inch there will be on the finished cut. In other words, an 85-line screen will have 85 white lines per inch each way. These are necessary due to the technical process of printing. Usually the 85-line screen will be the best for your cuts.

When you get the cut back from the engraver, let the editor know it is back, then keep it until you are ready to release it and the accompanying story. A picture released one or two days before an event will have more effect than one released a week or two earlier.

The pictures are usually the first things scheduled for the new issue of a paper. Therefore, try to get pictures in earlier than you usually would a news story. If you know that the cut is coming in just before the deadline, you may let the editor know so he can schedule it, then run it when it arrives.

When you take the cut to the editor, tell him you would like to get it after it is used. One or two days after the picture is run, go to the paper's makeup department and ask for your cut. It would be good to take along a clipping of the picture to aid in finding the cut. At the editorial office, ask for the photo from which the cut was made. But don't be

too disappointed if the picture is lost. That happens often in the rush.

When you have two different cuts related to the same event, you may send one cut to one paper, the other cut to the other paper.

This cut can be used in your local church paper, in your denominational state paper, or, after a few months, used again in the same or another local paper.

All this is only suggested procedure. If you find your local situation requires different handling, don't hesitate to adapt this procedure to meet your needs.

MECHANICS OF NEWS COPY

Use 8½-inch by 11-inch white paper, of good enough grade that on it the editor can write the headline and instructions to the typesetters.

Double space between lines.

Indent each paragraph five spaces or more.

Make top, bottom, and side margins 1½ inches. (Wide margins are required for editor to write instructions to typesetters.)

On the first page—

Place your name one-half inch from the top, in the upper left corner.

Two spaces below this place your street and number and phone number.

Two spaces below, write a two- or three-word identification for the story, such as *Sunday School Enlargement* or *Church Building*.

If you have an illustration for your story, two spaces below this write "with picture," "with cut," or "with mat," whichever applies.

Begin your story one-third of the way down page one, leaving the top third of page one blank except for the name, address, and identification listed above.

Never attempt to write a headline for your story.

Variations in size of type, location of story, and makeup of paper make it impossible for you to do this.

Never write more than one story on a sheet of paper.

Use one side of the sheet only.

If the story must be continued on another page, write "more" in parentheses at the bottom of the page, and continue your story on another sheet of paper.

On all but page one—

Place your story identification line in the upper left corner of the page, one-half inch from the top.

On the same line with your story identification line, place the page number in the middle of the page.

Do not include your name at the top of these other pages.

Continue the story one and one-half inches from the top.

At the end of the story, write *End*, #, or 30.

Never fasten pages together with paper clips, pins, staples, or in any other way.

Make the entire story neat and accurate. The editor requires it.

Use your dictionary when in doubt about spelling.

Fold the paper as few times as possible.

If you take it to the news office, place the unfolded sheets in a large folder to keep them neat.

If you mail your stories to the paper, use envelope nine inches long. This makes only two folds necessary, as the paper is only 8½ inches wide.

When mailing news, write *N-E-W-S*, in the lower left quarter of the address side of the envelope. This lets the editor know it should be opened immediately.

Write addresses as, "1604 S. Locust," or "1604 S. Locust street," abbreviating the compass points and spelling out and using small letters in "*street*" or "*avenue*." Write "at Pine and Utah," not "at the corner of Pine and Utah."

Place direct quotations in quotation marks.

Three periods, as . . . , indicate an omitted section of a quotation.

In numerals of more than three digits, use the comma, as 1,000. Spell numerals of ten and under.

The first time a name appears in a story, it should be used as these: "Those present were the Rev. and Mrs. John Q. Doe, Mr. and Mrs. Pete Rainey, Mrs. David C. Jones, Edward N. Reed, Miss Nancy Potter, Mr. and Mrs. Elmer U. Cow and daughter Elizabeth, and Mrs. George T. Aires and children, Betty and James."

In other words, use the husband's name and *Mrs.* for a woman. Use the *Miss* before an unmarried woman's name, but do not use her initials. Use "the Rev." for preachers. For men's names, the *Mr.* is used only when connected with the wife, as "Mr. and Mrs.," or later in the story when only the surname is used, as "Mr. Jones."

After their first appearance, the first name or initials are not used with the titles. It is "the Rev. Doe," "Mr. and Mrs. Rainey," "Mrs. Jones," "Mr. Reed," "Miss Potter," etc. Or for the men it can be "Edward Reed," "Pete Rainey," etc. Of course, if there are two Mrs. Aires present, you would have to use her husband's name, as well as the "Mrs." each time you mentioned one of them, to designate which you were writing about.

In a list of names and addresses, use the semicolon to separate one name and its address from the others, as "John C. Sanders, 1400 S. Welch; Mrs. Ralph Jones, 205 E. Pine; John. . . ."

Use figures for time, dates, street numbers, (689 W. State street, but 345 W. Seventh), and ages.

Capitalize principal words in titles of speeches, sermons, reports, organizations, and books.

Do not capitalize "church" when used as "First Presbyterian church."

Do not capitalize: heaven, hell, gospel, devil, minister, pastor.

In news copy use few punctuation marks, except the period.

The above instructions apply to every news story you write. The papers for which you write may vary these practices slightly. If it is available, get a copy of the reporter's style sheet from the editor. This will give you any variations the local paper may have and include rules you will use less frequently.

If you find it absolutely impossible to get your news typed, write it in longhand. Observe the same rules as for typing. But try to find someone in your community who has a typewriter you can use, or find someone who will type the stories you write.

Sources of Church News

THERE is an old newspaper requirement that a reporter must develop "a nose for news." In other words, he must learn to recognize the news value of whatever he hears, even though the casual facts have only a "whiff" of news in them. It is up to him, then, to hunt out the real story.

This necessity for learning to recognize news indicates that news can be found in various places, and a thing which does not usually strike us as being news may have a real story behind it.

But you can be thankful that there are also regular channels through which you can receive news. These make your job easier, but still you must learn to recognize news. One of these channels is the church bulletin, discussed under Extra Stories. Another source is the leaders in the church. These include the pastor, young people's director, Sunday school superintendent, president of the men's organizations, missionary presidents and chairwomen, sponsors or auxiliaries, and persons responsible for other events in your church.

Early every Monday morning, perhaps also on Saturday, make contact with each of these leaders to learn of their activities and plans. Then immediately after the regular meeting of each organization, call the leader and find out what happened. In stories you get, you can use a lot of names, which add much interest to local news. Get these leaders in the habit of calling you every time they learn of any news.

The church calendar for the year, if your church publishes one, lists dozens of events. Each one of these should yield one or more stories.

Announcements from the pulpit, all announcements, are rich in news possibilities.

In casual conversations often you hear remarks concerning current news events, such as meetings, programs, talks, dinners, parties, special music, bridal showers, church attendance, elections, campaigns, study courses, trends, records broken, future plans, successes, and other things that indicate that things are happening or are different around your church. All of these give you an excellent chance to publish the activities and accomplishments of your God and your church.

In your local paper you will find news story suggestions in the society calendar, church calendar, personals, and news stories. If these are advance notices, you can write a good follow-up story. If the story is about some other church, you may be able to write a similar story about your church.

Again, in the field of "missions," many of the persons in your church have moved from other towns during the last few years or spent many years of their earlier life in another area. When these people do something of note, the paper in their former town would be glad to get a couple of paragraphs about them. To all the people that knew them, the paper is thus really on the job by getting news of their old friends.

Get acquainted! The more people you are cordial with, the more and better stories you will find. Don't hesitate to fraternize with the leaders in every department of your

church. Now, you are one of those leaders, serving every department. Serve humbly, but do it efficiently.

REPORTS

Reports are statements of accomplishments. Accomplishments are news. Dig down into those tables of figures and statements of progress and you will find interesting bits of news. There are comparisons with previous years, accomplishments of the past year, plans for the next. To give these a current slant, you can include in your story the statement, “. . . according to the annual report just released,” or other appropriate explanation and authority.

FEATURE STORIES

Stories which newspapers publish for a reason other than their news value are feature stories. Even these usually have their news tie-in.

Feature stories can follow the pattern of the news stories or take the fiction pattern, building up to a climax. For the news writer, the news pattern will ordinarily be the easiest way to handle feature stories effectively.

Around your church you can find stories on services the church performs for the community and the membership. These can include recreation facilities, education facilities, welfare work, visitation, etc.

Historical features about the church are excellent for anniversaries. For one anniversary, a story about the founding of the church would be good. For another, a summary of the history since the founding is appropriate. Still again there is a story in the total number of persons who have been

members, one on the number of other towns in which the church is now exerting influence through people who were once members of this church but have moved away.

Personality sketches of outstanding persons connected with the church are interesting.

These are only a few of the possible feature stories. They are mentioned here to give you a better idea of the feature story.

A professional writer may become interested in doing a church article or articles if they are suggested to him.

Religious columns, written Sunday school lessons, weekly newspaper sermons, and editorials can be written for the local paper by the competent writer. Sometimes the editor pays for certain of these.

EXTRA STORIES

Each bit of news is usually good for more than one story, which means that whenever you have news information on hand, you can make it teach its lesson more than once. This can be done in three ways.

Extra Stories Through Additional Papers

Every newspaper which is distributed in your community would be interested in receiving and has a right to expect from you a story on every news event connected with your church. This gives you the opportunity of having the news used by all papers published in the town in which you live, in the neighboring towns whose newspapers are circulated in your town, and in larger cities which serve as a trade center for your town.

But a story submitted to one paper must not be like that submitted to another which serves part of the same territory. This throws us only a small problem, since each story can be written in several different ways. When you have two or more stories to write from news information on one event, merely write your first story as you ordinarily would. Then write the second story, using a lead which is entirely different from that used in your first story. Also, in this second story, play up things which you merely mentioned in the first. Play down slightly things which were given prominence in your other story.

For the third story, just extend the procedure. Practice this until it is easy.

One way of writing three stories on one event is to select three possible leads before you start writing. Then decide on which information should follow each of these leads and in what order for each. If you wish, you can use the numbering system described in Chapter III. If you do, use three sets of numbers instead of one.

If two newspapers do not distribute papers in the same area, identical stories may be sent to both. Out-of-town papers usually do not use as long a story as do the local papers.

For denominational papers, news of your church adds to the total received, offering the editor a wider selection from which to choose. Here, try to work in an added bit of the "why" and "how." These give something new which can be used by any church.

There's another outlet for news if you have a visiting teacher helping with that study course. That teacher's hometown paper probably doesn't know anything about his being

out of town. But they will welcome from you a paragraph or two about his work. This is doing a bit of "missions" in that it may never be read in your town, but serving God is serving God, wherever the results are.

In this field of "missions," your church gives you the chance to get paragraphs in the "personals" columns of papers all over the country by the simple use of visitors' cards. Some churches have visitors fill out these cards every Sunday with their name and home address. Go through these after service and pick out the out-of-town cards. For each out-of-town family represented, write a post card to their local newspaper.

Handle it something like: Address the card to "Newspaper, Petersburg, Maryland." If you have the name of the newspaper in Petersburg, use it. If you don't, address it to "Newspaper." On the correspondence side, write something similar to, "Mr. and Mrs. John C. Doe and son, Bobby, of 1428 South State street, Petersburg, attended services at the Wayside Brethren church, Arlington, Arkansas, last Sunday." If you have any other information as to whom the Doe family was visiting or as to where they were traveling, include that. Then sign your name so the paper can rely on the information.

Even if they are not in the habit of attending church in Petersburg, when the Doe family gets back home, the pastor will have a good opener for calling on them.

Extra Stories by Follow-up Stories

Every time you write a story about a coming event, follow it up after the event with a story of what happened. This second story should not be a rehash of the first story but should be made up of new and interesting material. Tie

the story in with the previous one so the readers will recognize it as the event they read about a few days before. Satisfy any curiosity you may have raised in the first story, but make it a news story, not repeated history. Make it a complete story so it will be clear to those who did not read the first one.

Extra Stories by Planning Stories

Possible news stories for an event are: original announcement of the event, starting of plans for it, booking of main speaker, completion of planning program, starting of the local preparations, advance story immediately before the event, stories during the event if it lasts more than a day, and a story following the event. Some things rate only one or two of these stories, others, all of these and more.

Whenever you hear of a coming event, immediately start planning the stories it rates. Make a note of each possible story on your calendar or your own "future book." Start collecting information. When it is time for your first story, write it. Follow it with the others you have planned. This will give you more stories than the slipshod method of waiting until something has happened to consider it as a news possibility.

Included in planning stories is the utilization of the notices in the church bulletin. By each of these notices which has news value, and most of them have, list the day a story on the event can be used. Gather all the information you can on each announcement as soon as you see a person who knows the facts. Then throughout the week, refer to this church bulletin. If you mark a story for Monday afternoon's paper, get up early Monday morning and write it. Have it down at the editor's office immediately after he opens. If you have

a story scheduled for Thursday afternoon's paper, get it to the office Wednesday afternoon. Stories for weeklies must reach the editor several days before publication date. News ages rapidly and dies. But there are times when a story which has missed one issue can be used in the next. Never wait until near the deadline to get a story in. It irks the editor even if one of the reporters does this. Long before deadline time the editor has assigned most of his stories to specific locations in the paper. A late important story makes him pull his hair and start over.

Fillers

Those bits of information used to fill a column when the news story is an inch or so too short make good publicity. These should be less than twenty-five words. You can write these fillers from items of history, facts taken from reports, church papers, denominational papers, directories, annuals. Make a collection of five to twenty-five of these and give them to the editor of your local paper for his use as he needs them. When he uses a few, send him more.

When you develop it, your nose for news will lead you to some interesting stories, stories which will make newspaper readers want to learn more about the church and the Christianity it offers.

Interviews, Speeches, and Sermons

You interview people every day, although usually we call the act conversation. In news reporting, the conversation is guided to extract special information from the subject.

Interviewing brings you in contact with many local and out-of-town persons. This is the way you get your news of events you have not attended and get additional information on those you have attended.

There are two types of interviews: first, the interviews to get information about an event which is news; second, the interviews to get statements, opinions, and information from persons who make the stories news.

NEWS INTERVIEW

In the interview to get information, you are interested only in the facts. The person being interviewed is unimportant to your story. At most, he will be quoted as the authority for your information. This is the kind of interview described in Chapter III.

In this interview, introduce yourself and say, "I'd like to get the information about _____ so I can write a news story on it for the *Smithville Weekly*."

If he starts talking, fine. He may mention something your questions wouldn't bring out. When he has finished his

extemporaneous description, prodded by your occasional questions, begin asking your prepared questions.

But he will probably start with, "Well, what do you want to know?"

You start asking your questions, and let him do all the talking he will about the event. If he begins to stray too much, you may have to guide him back to the news event. Additional questions will do this.

Always prepare questions for the interview before you reach the person. Occasionally, you will have less than five minutes to do this. Spend this time thinking of the questions which will get the facts you want. Also, the more you know about the event before you see the interviewee, the more information you will get from him.

Usually you will have time to write out a list of questions; then check them to make certain they will get the facts. Then memorize your questions. This isn't a necessity for information interviews, but it will help keep you from being a slave to your paper and pencil.

If you have a memory good enough to remember the information the interviewee gives you, without taking notes, you are fortunate. Your taking notes may keep the interview from being lively.

Often you will have to ask the interviewee to repeat much of his information. To do this, pencil a check mark at the point you want repeated and let your subject keep talking. When he has had his say, go back and ask questions to fill in the needed information.

Reading prepared questions and writing down the answers while talking with the person will seldom ruin the interview,

but the more you get away from it the better your interviews will be. You can write down additional facts as soon as you leave the person. But never neglect your pencil and paper if it causes you to sacrifice accuracy.

PERSONAL INTERVIEW

Our second type interview is with a person who is considered an authority, or whose statements, opinions, and information would interest the readers because *he* makes them. The more interest the readers have in the subject the authority talks about, the better it will be as news.

You will be dealing with a personality in this interview. Learn all you can about him and his subject before you go to him for the interview. Your pastor may be able to give you some good material here. Someone who has worked with the interviewee or has worked in the same field can help you. If you know about the interview a week in advance, you might send a questionnaire letter to the person's home church or office.

Backed by this information, you can ask intelligent questions and understand what the person is talking about.

When you call on the person to be interviewed, introduce yourself and let him know you wish to get information on _____, whatever the purpose of the interview is. Explain that he is considered an authority in this field, and readers of the local paper would be interested in learning more about the subject, especially what he has to say. A news story will also help to increase the interest in his field.

Always approach the interviewee as a friend.

Even a person who is conscientiously modest will usually give all the information you want when he realizes that he will be helping the cause he represents.

Getting information from a person about his own accomplishments may be difficult at times. A gray-haired horticulturist once told me, "I don't want to sound like I'm trying to 'toot my own horn.'" After it was explained we would keep it from sounding that way and that people would be interested in his development, he talked freely.

Let the interviewee talk about what he can give weight to, not about less important items or in fields in which he is an amateur.

If you are having an interview with a headquarters worker about the Home Mission Board's plans in your area, and you and the interviewee are both interested in baseball, you can discuss baseball for a couple of minutes to get him started talking. But don't ramble on and on about baseball. You may suddenly find that he has to go somewhere, and all you have done is to waste time for both of you.

Your purpose is to get a story on the Home Mission Board's plans for the local area. Get to the point as quickly as is conveniently possible. Steer the interview along the lines which will yield the best story. Show interest in the subject, and get the interviewee to talk fluently. Inject questions which will bring out the news value of what he is saying.

Notice what is said and how it is said. This type interview is based on the individual. His personality can add much interest. It can be shown by a description of how he talks on the subject.

You may quote the person freely. In this way opinions and statements not otherwise acceptable can be used.

When an interviewee makes a statement in confidence and would not want it published, respect his wishes.

After you have written the story, telephone the person interviewed and read it to him. Ask for the correction of any errors you have made. This will also give him a chance to retract any statement he does not wish to have published. If you are sure your story is accurate, this telephone call is not necessary.

SPEECHES AND SERMONS

Speech and sermon reports are of as much value to a newspaper as are book reviews. In fact, seldom does a book have the local angle and application found in reportable speeches and sermons. The audience for these is multiplied when they are reported in the newspaper.

Speeches usually make good news copy, but often this is not so with sermons. The difference is that the speech usually points out its application to the local, current situation, while the sermon is often an explanation of Bible teachings, letting the hearers make their own application. Newspapers aren't very interested in news which is two thousand years old.

But if the old facts are given a new application, or a new discovery is made concerning them, that is news.

At our county fair recently I saw a fully-equipped antique kitchen used by the Southwestern family of a century ago. It wouldn't have been very striking if there had not been in the other half of the booth a modern, dial and push-button

kitchen now found in the up-to-date homes of this same area. Everyone who passed these kitchens compared the two. A sermon or speech with this type application is news.

The explanation of Bible teachings is routine; the application of the same teachings to Localville is news in Localville.

Even if the speech or sermon isn't news, you may be able to get a story out of the happenings. This would be handled as straight news, as explained in Chapter III.

Advance Stories

An advance story on all but the most routine speeches and sermons is good news. When a member of the men's organization is to talk, when the women's missionary society is to have a program, when a speaker is scheduled for the mid-week service, the newspaper readers should be told about it before it happens. If they are invited, say so, and tell who is doing the inviting.

In an advance story on a coming event, give the exact time and place of the program. Include any information you can to arouse interest and increase attendance. It will help to learn a few points the speaker expects to make. Include some of these to tantalize the reader into attending, but don't give him the whole gist of the talk. Save this for the follow-up story.

Follow-up Stories

Preparation of your follow-up story begins while you are collecting material for the advance story. At this time you should have gotten the essential data, such as speaker's name,

address, offices, etc. Most of these were included in the advance story, but you will need to use enough in this follow-up to identify the person.

Also, while doing the advance work, you should have got a copy of the speech the person was to make, if he had an extra copy. If he didn't have, you may be able to get it at the program. If you fail here, too, you can still take notes during the speech.

In this follow-up story you must include data about the speaker, the group he was speaking to, and the people present. But the important thing will probably be what he said. Condense the entire speech to a few words so it will give the same effect as the original. This will call for a quote lead. Put plenty of punch in it. Most of the remainder of the story will be a summary or choice bits of the speech. Pepper it well with facts pertaining to the subject, the speaker, and the audience.

The speaker may spend most of his time discussing generalities which would interest no reader. Keep awake. Suddenly he may spend a half minute with statements which are canned energy. Grab these, and wait for more. Use the best in your story. In such cases where the newsworthy material is not the main subject of the speaker, in your story also state what the speaker talked about.

Your story should give the meaning the speaker put in his words. As it is difficult to give the background of the statements in a few words, distortion creeps in when you aren't careful.

The speaker's words following "I believe. . .," "In my opinion. . .," "If this is true. . .," and other conditional phrases should be stated as uncertainties if reported.

If something is said which the speaker wishes only the group present to hear, do not include that in your story. There are a few exceptions to this rule, but they are rare.

In speech and sermon reporting, watch for the new. This is usually the speaker's relating his speech to current conditions. Your job is to select the best of such news and write it.

These stories will range in length from one hundred to five hundred words.

Relations with the Paper and the Editor

CARRY your Christianity over into your dealings with reporters and editors. I heard a reporter say, "One pastor's relations with our staff were so unethical that I don't know whether two of the reporters ever will become Christians."

Immediately after taking up church publicity as your responsibility, call on each of the editors of the local papers. Explain that you will be writing news from your church. Ask for any suggestions they may have, and get a style sheet if it is available. (A style sheet gives their mechanical rules for preparing news copy.) Learn their requirements, their dead lines, and the time they would prefer church news copy to reach them. Make notes so you will not forget or get the policies of two papers mixed.

When the paper publishes a story about your church, it is giving the church free advertising. The newspaper personnel realize this. Try to meet them halfway by giving all the co-operation you can and making your stories as good as possible.

Each paper always has other news with which it can fill its columns, so don't feel that you are doing them too much of a favor by giving them news. Surely, they appreciate it. You are improving their paper. But, in their opinion, they are helping your church more than you are helping the paper.

When you go to the paper with a news story, don't feel that you are imposing on anyone, and don't feel that you are

the great boon to the editors. You are neither. You are just a person giving help to your church and your newspaper.

Give all the co-operation possible, and don't ask for favors. You will get more news published if you follow this practice.

Become a personal friend of the staff, if they respond with friendship. But be sincere. Don't be just a handshaker.

Make your calls during their office hours. Otherwise you are requiring them to work overtime without pay. That is just plain pestering.

Find out when the editors or reporters are the least rushed. If possible, make your personal and phone calls at these times. If you are just coming by to leave a story, you will not be talking more than a half minute, so that doesn't bother.

If you are a rural reporter, you may find it advisable to telephone most of your stories to the local paper. This will permit you to get each story in to the paper immediately after the happening. Often it will mean that it will be published in the first edition after the event, when, if it went by mail, it would arrive so late that some of the news value would be gone.

Before you telephone the story, write it out as it should appear in the paper. Call the newspaper and say, "I have a bit of news I think you might be interested in." Then you will probably be connected with one of the editors. After explaining again, say something like: "I already have it written out. If you wish, I'll read it to you and you can make the necessary changes later." Read one phrase at a time, allowing time for the person on the other end to take down the story. When you have finished, ask if there is any other information they would like to have. Don't ask him to read

back the story to you. A news man is trained in accuracy and will check with you whenever he sees the need. Give full co-operation. You will be both respected and appreciated. When phoning, do so in time for the story to be written before the dead line rush.

Even if the paper never takes your stories verbatim, write them out before telephoning them. This makes you more certain that all the necessary facts are included. If there are any unused notes in which the paper might be interested, tell them to the person answering the phone. He may find them excellent material.

But never make any demands of a newspaper unless you are ready for the editor to start making demands of your church.

Learn who will be especially interested in each type of news and submit that type to the interested editor. The women's editor may be the only one who would use a story about the women's missionary group, a bridal shower, or a party. A story about the boys' softball team may get a response from the sports editor only. But if you are undecided, turn it in to the editor and he will give it to the interested person.

With one newspaper I have got the best coverage by giving the news staff a lead on the story and letting them develop it from there. If you discover this is best, call the reporter each time you get a lead and tell him who can give him the best information. Occasionally you can try this system when you don't have time to prepare your copy. But, as a rule, write your own stories, and you will get better results.

If something special is coming up, and you feel that you can't give it proper coverage, you might mention the event

to the editor or a reporter who would be interested. Give all the interesting details you can to show him that it will be worth while to cover this event adequately.

If a reporter can't be present, don't insist. This will only ruin a later chance. If he can't attend but is willing to write the story, give him the name, address, and phone number of a reliable person, or persons, who can give all the information.

If a reporter or photographer does attend a program of an organization of your church, only make helpful suggestions. Do not insist on their being followed.

At formal functions such as programs and dinners, make certain ahead of time that the reporter will be seated near the speaker. This will be near the front row of an auditorium or next to the speaker's table at a dinner.

Consider the reporter as your guest. Be cordial but not flowery. Show him around and introduce him. Be sure he meets everyone he wants to. Make him feel welcome and at home.

It gives your church a publicity lift when one of the paper's reporters represents the press at a function. But don't make the habit of depending on the newspaper staff to write your news, not even all the big stories. They don't have the time. You will get more publicity if you do 95 per cent of the reporting for your church. But when a reporter from the paper agrees to write a story, never submit one about the event to his paper. It will make him feel that you consider him incompetent or useless.

If a reporter, editor, or typesetter makes an error in a story about your church, let them do the correcting. If it is a minor error, it probably isn't worth correcting. If the error

makes the story detrimental to some person or organization, by all means call it to the editor's attention. Do this in a friendly, helpful attitude. Telephoning uses less of the staff member's time than calling in person.

Take your story to the editor's office as early as possible in the news collection period for the edition in which you want the story run. In other words, if a weekly is published on Thursday, your story should reach the editor Friday or soon afterward. On a daily, if the dead line for news for this afternoon's paper was at eleven o'clock this morning, the rush will be over by one o'clock. Take your story for tomorrow's paper in about one or two o'clock. If the news doesn't happen until tonight, get it in there as soon as the office opens in the morning. It is very easy for the editor to discard stories which come in later, after his pages begin to get full.

Let's suppose that on Sunday you learn that there is to be a special program at the Wednesday evening prayer meeting. You want to get that advance story released at the most effective time. As it was in the church bulletin Sunday, you don't want the effect of the news story to be weakened by following the announcement too closely. Also, you don't want it to come out Wednesday evening after the families have already made up their minds about how to spend Wednesday evening. Your purpose is to get people to attend who would otherwise spend the evening somewhere else.

An interesting story in Tuesday evening's or Wednesday morning's paper about the special program is late enough to get a decision from the reader to attend, yet early enough to be ahead of conflicting family plans.

If you take your story to the news office late enough to be sure it will be run at the most effective time, you have missed all chances of its getting in an earlier paper; but that is just a chance you have to take.

Routine church news, as well as other routine news, sometimes has an early dead line. Find out about this for each of the papers for which you write and observe it.

The local papers are expected to keep up with what is happening. They depend on you to get the news from your church. Don't embarrass them by letting an out-of-town paper have news before it is given to the local papers. You are betraying a trust if you do.

Always make certain that you put enough postage on news stories you mail. "Postage Due" will irritate an editor. If you mail news often, take an envelope and several sheets of the paper you use to the post office and ask the mail clerk to weigh them and determine how many sheets of paper you can send in one envelope for three cents, how many for six cents. This will save bother for both you and the mail clerk in the future.

When dealing with more than one editor, never talk of one to the other. Such talk will destroy confidence.

Don't furnish exactly the same story to two papers in your town. Newspapers like to be different. But for out-of-town papers this is not absolutely necessary, although it does help. If they wish, out-of-town editors can rewrite stories so theirs will be different from their competitor's.

Treat all local papers fairly. Make certain you aren't playing favorites.

While collecting church news, you will often run across secular news "tips." If you have plenty of time, you might write stories of them. If you don't have the time, *immediately* pass the "tips" on to the news staff. These tips are valuable to them. With such, friendships are cemented.

Look for changes the editor makes in the stories you give the paper. Study them until you find out how the published version is better than the one you wrote. Then incorporate this improvement in your next stories.

An editor or reporter who seems glad to help you may be able to give you some expert criticism of your stories. If you think you have found such a person, approach him on the subject when he isn't busy. Explain that you are learning to write news and would welcome any help he might give you. Show him a few of your stories and ask what is wrong and how they can be improved. This criticism can hurt to the quick, but if you can take it, it will make a good reporter of you quicker than anything else.

Express your appreciation to the editor and other staff members of all papers that help by publishing your stories. After they have helped you in a campaign, call in person and thank them for their co-operation. At times when greeting cards are sent, remember them, enclosing a note of thanks for their help.

A *constant* flow of *good* church news stories will do more than anything else to increase the amount of church news in any paper.

Newspaper Advertising

WITH newspaper ads you are certain that your message will be placed before the readers. You can get attention by using as large type, illustrations, and space as you wish to use. You can include whatever facts you choose, expressing them as you think best.

In advertising you will deal with a staff whose chief interest is the business of selling display space. They are glad to help their customers.

Paid advertising is used when a church is making a vigorous effort to reach or enlist the support of those outside its regular congregation. Of course, the cost involved must be considered in the light of the number of readers and prospects in the area served by the church.

INTERESTS

Through the local newspapers you can reach any group for which your church is directly responsible. Since messages in a newspaper do have such wide distribution, make them interesting to as large a portion of the readers as possible. Advertisements may be about or directed toward a few people, yet they should be of interest to most of the readers. If they are, you will be building the prestige of the church as well as increasing the immediate attendance.

Try to make each ad interesting to the unenlisted, the most faithful worker, and all groups between. Even so, this

message can be directed toward one group when necessary. An ad stating, "Sunday—Go to Church, Disciples Church, Corner Eighth and Adams," is not directed toward the person who attends regularly, yet he will take pride in his church's attempt to grow.

A newspaper advertisement, like all other publicity, should be well prepared. It should be attractive and interesting. Only one thought should dominate the ad. This thought must appeal to the emotions as well as to the intellect, as it is their emotions which most people act upon. You can appeal to the readers' respect for dignity, his longing for fellowship, his love for his family and desire to better them, his patriotism, his fear of problems and desire to find a solution, his craving for security, or his desire to worship. An ad with one of these themes would appeal to one's intellect, but, still stronger, it would appeal to his emotions.

Let's use the word "handles" to describe the reader's emotions. Your ad must have the emotional and intellectual "hook" to fit the handle and pull that person toward church and God. Consider your reader audience, and plan your hook accordingly. General statements have no hook. The ad should make one impression, carrying only one message, encouraging one decision to do one act.

Readers take a grain of salt along with anything in an advertisement which sounds a bit unreasonable. Be sure that statements in ads are believable; otherwise, they are a waste of money.

Church advertising, because it is encouraging a big decision, must be considered to have a cumulative effect; that is, gradually breaking down the resistance of the prospect over a long period of repetition. At the same time it must attempt to get immediate action because some readers are

almost ready to take action, and if it is suggested, they will make the decision. The public's being invited to a program or service is effective here.

To increase the effectiveness, one church does their advertising on what they call a term basis. In other words, the pastor says they "may put on a ten-weeks' campaign and run ads for ten weeks. We then let advertising rest for awhile until we have some other special program to promote."

WRITING ADS

Saying "do" is stronger than saying "don't" in an ad. It suggests definite action and doesn't leave a nothingness.

Usually it is better to imply an act than to make a command. When a business ad shows a charming, smart young homemaker with her statement of the time she saves with some household gadget, the implication is clear. Other homemakers who read the ad are convinced that they also could save time with this item. The statement that electricity is your least expensive helper implies that you should use it more. This is much more effective than saying, "Use more electricity."

A statement of the contributions the church makes to those who attend and to the community will be more effective if properly presented than will the statement, "Go to church." Also, the natural reaction to a direct command is resistance.

Newspaper ads should be simple, using large type and much white space to get attention and put the message across in a hurry. A picture will do much to attract attention. Filling the space with small newsprint type will defeat the purpose of the ad, except in rare cases when the readers are extremely interested in the subject discussed in the ad.

SIGNATURE

The church which runs an ad as often as once a month should have a "signature" designed to be used with every ad. A signature is the name of the advertiser. To be most effective, this signature should be designed in special type or with a special form or background so it will be associated with the advertiser immediately, even at a glance. As well as being distinctive, this signature should be easily read. The advertising department of the paper in which you advertise most should be glad to help you design an effective signature.

Once designed, you should have this signature made in sizes suitable for the different size ads you use. A smaller one for little ads, a medium size for larger ads, and a large one for half- and full-page ads, if you use this size. If you advertise in more than one newspaper, you can have a mat made of the original signature and give the mat to the other newspapers you use. Also, it would be good to use this signature on the church paper, church letterheads, and other places where the church name is permanently displayed. The church signs would be included.

A unique signature identifies your church in the mind of the reader quicker and gets the message across faster. The repetition will fix your church's name firmly in the mind of the reader.

Some ads use a wide, black border all around or on the bottom and one side to be distinctive and attract attention. Others use various distinctive types of borders to good effect.

LOCATION

The most efficient ad is a quarter-page ad in the upper right corner of the back page of the paper. If it is on an

inside page, the same corner of a right, or odd-numbered, page is the best. Seldom will you be able to choose this location. But a well-prepared ad in an unsatisfactory location can do more good than an unsatisfactory ad in a good location.

It would take an entire book to cover the technique of newspaper advertising preparation. With the few principles stated here, the church publicist can work with his newspaper advertising representative and prepare very effective advertisements. Public libraries lend books on the details of effective advertising.

DEPRESSION

During a depression it will probably be better to increase the church advertising rather than decrease it. At times of stress and trouble more people tend to turn toward God. Also, in a depression much of the recreation and social life of a people is curtailed. As a substitute they consider the church more favorably. Attendance at free public functions increases during a depression.

Cost of newspaper advertising is based on size, the paper's circulation, and the frequency of insertion. The church or business which runs an ad each week gets much cheaper rates than one which has no schedule.

ILLUSTRATIONS

Pictures or other illustrations must be paid for by the advertiser unless he can use illustrations furnished by the advertising service to which most newspapers subscribe. These illustrations are usually furnished free by the paper to its

advertisers. If you have no suitable picture for your ad, it would be good to ask the paper's ad department if they have an appropriate illustration.

We Americans believe in the freedom of the press. This makes the advertising and editing sections of a paper operate as separate departments. The advertiser who tries to make his ad money influence the editor to use more news about his organization is helping destroy one of our basic freedoms. The buying and selling of advertising space promotes business, but he who buys or sells news columns is buying and selling America.

In paid newspaper advertising you have a potent publicity tool. Use it wisely.

Posters and Photographs

POSTERS have certain advantages over other forms of advertising. Brilliant color and bold display can be used to get attention quickly and put life into the message. This can be done at a small cost, and each poster can carry its own individual message in a different way.

Uses

The smallest organization in your church and the largest, the entire church and the community can be reached individually or collectively with posters. If one of your training groups has few daily Bible readers, a series of posters exhibited in their meeting room over a period of weeks can increase Bible reading among the members.

Interest in a department of the church can be intensified by appropriate posters placed so the whole congregation will pass and see them. The entire community or city can be reached with a barrage of posters in store windows, on buildings, on trucks, busses, cars, and other places where they would give the viewers a favorable impression of the church.

Unity

On all these posters which have a message tying in with your church, use something which will immediately inform the viewer that this poster is advertising the same event the other posters are. The best way to do this is probably in

the signature, as described in the discussion on newspaper advertising. If your church does use a newspaper ad signature, use the same design on your posters when you wish to indicate the sponsoring church. Any organization of the church which advertises regularly can use effectively its own specially designed signature.

To reach the church congregation, posters are probably more efficient than paid newspaper advertising. When the entire congregation can be reached with two or three posters, the cost per reader is very small. For study courses, special sermons, etc., they do an excellent job on Sunday. There is the disadvantage of being able to reach comparatively few during the week. The mails or some other form of advertising could be used during the week to supplement posters.

Even when there is no special occasion, use posters. They can help build attendance and interest in established programs as well as the occasional.

By all means, remove a poster as soon as it has served its purpose. Outdated posters on display are ugly signs of carelessness. They decrease the effectiveness of other posters being displayed at that time or later by getting the viewers in the habit of paying no attention to them.

Posters should have a simple design with a single, short message. The viewer will usually not see the poster until he gets near it, and will read it as he continues walking. Lettering should be large. Any illustration should not be detailed, but must be vivid and attractive enough to get attention, even in the middle of an elaborate show window.

Speaking of store windows, one church in Florida has found something which gets far more attention than the usual win-

dow cards. The pastor says that men in his church went to merchants located throughout the business area and got permission to paint advertising on their show windows. Then when the publicity campaign was launched, they hired a commercial sign painter to paint informal signs on these window glasses in attractive, show-card colors.

One poster placed where it will be seen by one hundred prospects does the publicity of two posters seen by fifty prospects each.

In the church the poster should be in a well-lighted place. If it is in a location with a long approach, such as the end of a hall, it will make a more lasting impression than poorly-placed ones. No one looks for posters. If they are in an out-of-the-way place or in a place where the moving viewer would see them for less than two seconds, most of their effectiveness is wasted. But properly placed, well-lighted, vivid posters aren't easy to forget.

To get a lot of attention with small size, use the door poster. These can be as small as a sheet of typing paper, and much of the design can be stencilgraphed for easy mass production. To display, mount the finished posters at eye level, above the door handles or on the door frame. Your audience is brought close to your poster upon entering or leaving the room.

Artist

If there is no one in your church who can make posters, get a book on poster making, and talk someone into training himself or herself. Since any book store has books on poster making, it would be a waste of space to cover that subject here.

Until you get someone trained, you can pay a high school art student or other capable person for doing poster work. You draw the rough sketch in miniature and indicate the wording, size of poster, size of lettering, illustration, and colors to be used, and the poster artist can do the rest. The cost of such posters should be small, depending upon the amount of time each takes.

Regardless of who is making your posters, set an early dead line for their completion. This should be at least a day before they are to be placed. If there are several posters, this dead line could be a week or more before they will be used. This will give you time to correct those inevitable mistakes and avoid the last-minute catastrophes.

Large magazine illustrations can brighten up posters and require little effort in clipping them. Be careful to select large enough illustrations. In the magazine the picture was intended to be viewed at less than two feet. The poster will seldom be viewed at such close range.

The poster maker who can occasionally use a number of copies of a poster should investigate the silk screen process. This is a simple method of printing one or many colors on almost any kind of material.

It is basically a stencil process. A silk screen is stretched over a hinged wooden frame, and the picture, design, or lettering are drawn on the screen with tusche (a lithographic ink). Glue is then spread over the entire screen. Since the tusche is greasy, the glue can't stick to the screen where the tusche design is applied. When the glue has dried, benzine is used to wash out tusche. This leaves the glue, which now covers the entire screen and seals the mesh of the silk except where the drawing is.

The paper on which the drawing is to be duplicated is placed under the silk screen stencil, paint is poured on top of the stencil and wiped with a squeegee across the drawing. This forces the paint through the open mesh of the drawing onto the paper beneath it. That sheet of paper is replaced by another, and the squeegee is wiped across the screen again to make the next copy. This is continued until you have made all copies you want.

If you wish to add other colors to your poster, merely wash the paint off the screen with benzine, wash the glue out with water, draw your design for the next color with the tusche, apply the glue, dry, wash out the tusche with benzine, and repeat the printing process with another color of paint. This time, instead of printing the design on blank paper, you use the poster which already has the first color applied. Four or more colors are often applied with this method to mass produce very artistic work.

With a few dollars' worth of properly constructed equipment, sharp and attractive posters can be made. One of the best handbooks on this process is *Silk Screen Color Printing*, by Harry Sternberg, published by McGraw-Hill. In it Mr. Sternberg not only illustrates and describes each step of the process and tells what material to use, but he shows also how to construct your own wooden printing frame and states the limitations and possibilities of silk screen printing.

Posters require work. Any way you can save some of this work will increase the effectiveness of your poster campaign. Save the posters which can be used later. Keep poster sketches and ideas in your scrapbook.

Another church publicity worker in your area who uses several posters may be glad to swap them with you after each of you has displayed his own posters in his church. If

there are several such churches near by, each poster may serve a long, useful life before it is filed or discarded. Posters to be swapped must be handled carefully to prevent soiling. In such a swap program, expect to get fewer posters than you give. This attitude lessens disappointment.

As in all forms of advertising, direct your message at the group which will see the poster. In various classrooms the ages will differ. In the vestibule, there will be a variety of ages, all interested in the church. In store windows a majority of the viewers will not be regular church members, but they will be fathers, mothers, farmers, lumbermen, miners, businessmen, or whatever occupation supports your community. Appeal to a person where he is. Paul said, "I am made all things to all men, that I might by all means save some" (1 Cor. 9:22).

Best Seller Publicity, a concern which promotes the Bible, makes wide use of streetcar and bus cards which are very similar to the poster. Here the size is limited to 11 by 28 inches for standard size cards and 11 by 56 inches for double size. Some are slightly shorter. Every rider will see some of these cards, but each will see only part of them. These cards can be bought in double runs, with two cards per car, full runs with one card per car, half-runs with one card per two cars, and quarter-runs with one card per four cars. The basic rate is usually less than one dollar per thousand riders, payable monthly. Taxis and busses sometimes have higher rates than streetcars.

PHOTOGRAPHS

Photographs related to your local church can be used for publicity in a number of ways. They add interest to posters, are attractive on calendars, make pleasing greeting cards

which advertise the church and are kept permanently by the recipient, help promote pride and unity in a class or department, make attractive publicity post cards, as well as the many uses various workers will find for them.

Posters advertising an event can be given a greater attracting power if a picture of the speaker is made a part of them. Many will want to see what he looks like. Others will examine a picture of a speaker out of plain curiosity and read the rest of the poster.

Pictures of last year's activity of the same nature as the one you are now promoting will increase interest now and cause those concerned to recall memories. The publicity or poster director should keep a record of church members who have photographs suitable for public display.

Photographs or photoengraving half tones can be used as illustrations for your church calendar, as explained in the section on calendars. If the total number of calendars is small, it may be better to use photographs. If there are many calendars, the cost of half-tone pictures would be much cheaper, or color could be used with the silk screen process.

Greeting Cards

Christmas, birthday, anniversary, congratulation, and get-well greeting cards can be made more interesting by making a church-related photograph a part of the card. This photograph can be of the church building, the pastor's family or new baby, the leaders of the different church departments, a summer camp attended by many members, or another appropriate picture with a wide appeal. These help bring the church into the special events of the membership. A different photograph should be employed for each type of greeting

card used. Each year the photographs should be changed. Exceptions to this change can be the congratulation and get-well cards.

Cards with windows already cut for photos can be bought for this purpose. With these, all you have to do is trim the picture and insert it, perhaps securing it with a bit of rubber cement. This rubber cement holds it firmly, yet permits the photo to be removed without damage to the card or picture, if the recipient wishes to.

When enough persons are interested, greeting cards featuring some phase of the church could be made and sold to all who wish to buy them. As the number increases, the unit cost drops.

These cards can also be made entirely of photographic printing or enlarging paper. Either single or folded cards are practical. In autumn issues of photographic or the popular science type magazines, you can find detailed articles on how to make these photo greeting cards. All cards sent out by representatives of the church can carry a definitely Christian theme.

Class and Department Photographs

Pictures of an entire class or similar organization can be distributed with good publicity results by the teacher or leader. Everyone likes pictures, especially of himself, and still more if they are of himself in a respected organization.

It is true that these pictures will reach only the families of the class members and the few to whom they show them. But this makes a good size audience. The appeal is strong, and the publicity power for each cent invested is great.

Entire departments or even the whole church, if it is small, can be included in one picture. Cost of this could be paid out of the church treasury, or the pictures could be sold to the members at cost.

Post Cards

Picture post cards of your church will cause people to speak of it and think of it more. These can be made at a photo shop, or, if enough are needed, they can be made at a commercial post card printing company. These can be given or sold to church members. Some churches place such items in the vestibule with a coin box next to them. Persons desiring cards merely take the cards and leave the money.

If your church is a beautiful or prominent one, very likely post cards of it would sell in all the post card racks in town. This would give wide publicity to the church.

Filmstrips and Slides

Filmstrips and miniature slides can be made of a group of pictures on one subject. When projected and used as illustrations for a talk on Bible school work, camps, building promotion, or methods, they make a clear and lasting impression which makes the church more real to the viewer.

Thirty-five millimeter black and white negatives can be made into filmstrips at the price of photo prints by some companies which specialize in thirty-five millimeter finishing. These filmstrips can be edited and shown in strip form, or mounted in individual 2 by 2-inch slide binders. The mounting can be done by the user, or the photo finishing company will do it for a small charge.

Bantam size, 1 by 1½-inch, negatives can also be made into film slides. The cost is about the same as for the thirty-five millimeter, slightly more.

Both the bantam and the thirty-five millimeter film can be bought in color and made into color slides very economically. This gives beauty to an otherwise average picture. In fact, it is such an improvement over the black and white that, when showing both color and black and white slides with a talk, it is usually wise to show all your black and white ones first, then bring on the color. If you have to change from color to black and white, it is disappointing.

Professionally-made slides and filmstrips are available on almost any of the hundreds of subjects in which a church is interested. Filmstrips present various Bible studies, religious education, temperance sermons, missions, etc. Although these are not exactly church publicity, these uses of a slide projector make its purchase more rewarding.

Movies

Movies made of church activities are good publicity when handled right. Everybody likes to see a picture of himself. He is thrilled to see himself in a movie, and is almost that interested in seeing motion pictures of friends. With the home movie camera becoming more common, one can be found among the members of many churches. The owner would probably be very glad to shoot all the film the church will buy, as long as it doesn't take too much of his time.

Your next vacation Bible school will provide plenty of action for a good movie.

The showing of these films should be given plenty of publicity. The event will add sparkle to church life; it will tie members closer to the church and give them a pride in their church and their part in it. Church-made movies with a theme make very strong impressions.

The Church Paper

EVERY church should investigate a means which can give to each member of the congregation a calendar of the week's activities, a listing of the order of the Sunday services, advance notices for prayer and interest, names and addresses of new members, special emphasis on some theme or activity, prayer lists, survey blanks, tribute to achievement, appreciation of help, Bible study outlines, periodic reports, and general news of the work of the church.

Not only does the church paper give all these to the congregation, it permits each person to keep a daily reminder of these things.

The results will be increased attendance at all services, increased prayer for God's work, a better informed (and therefore, more co-operative) congregation, and a unifying of the church membership. These are worth many times the cost.

"My most valuable means of church promotion is a mailed-out church paper," says the pastor of a church in Kentucky. After explaining how he plays up a feature on the front page, he added, "I have found that by using this means, I can pack my auditorium for most any special occasion."

Investment necessary to produce a church paper ranges anywhere from a very few dollars to several hundred dollars. Equipment and supplies for publishing a hectographed paper, suitable for making 100 or less copies of each issue, costs very little. One hundred dollars' worth of equipment includes a

hand-powered rotary stencilgraph* with some automatic attachments, an illuminated stencil drawing board, styli, lettering guides, shading plates, and supplies. This is suitable for making from fifteen to thousands of copies in a short time. Electric stencilgraph equipment costs up to several hundred dollars.

Printed papers have the best appearance of all the papers a church can publish. Done by a professional printer, these are attractive, easy to read, permit better illustrations, use smaller type, and can be mailed cheaper than the ones using the duplicator methods. The disadvantages are the high cost of printing and the necessity of preparing the copy several days before the paper is distributed.

There is a unique state-local paper arrangement which has real advantages. For details you can write the editor of your denomination's state paper.

Now let us consider each method of producing the church paper.

HECTOGRAPH

The hectograph method uses a pan or sheet of a special gelatin formula.

One can publish a hectographed church paper with very little special equipment: one gelatin pan and a hectograph ribbon for his typewriter. But two gelatin pans are needed, and hectograph carbon paper is less bother than the changing of ribbons before and after every use. Also, you should have some hectograph ink for illustrations and a book of illustrations for church papers.

*Stencilgraph—Coined to fill the need of a word, other than trademarks, for the rotary stencil type duplicators.

So the complete set of hectograph equipment would run something like this: two gelatin pans (with instruction sheets), fifty sheets purple duplicator carbon paper, 250 sheets original master copy paper, three colors of hectograph ink, one ounce of each, church art book, three hectograph pencils, sponge, 500 sheets hectograph printing paper, roller for smoothing paper. This equipment and supplies should cost less than \$20.

With the above equipment, you will be able to produce conveniently a four-page (size 5½ by 8½ inches) church bulletin of less than 100 copies. This is sufficient for the very small church. Hectograph is too slow for more than 100 copies.

STENCILGRAPH

The most universally satisfactory and widely-used method of publishing the church paper is probably the stencilgraph. Each publicity dollar spent on it will usually do more good than on any other type of church paper.

The stencilgraph method uses a cellulose sheet, or stencil, on which the desired markings have been impressed. To make these markings, the type of a typewriter striking the cellulose sheet cuts holes the shape of the letters. Markings can also be made with a metal-pointed stylus.

When the cutting of the stencil is completed, it is placed around an inking drum. Ink is forced from the inside, through the holes in the stencil. This ink is impressed on the sheet of paper which is fed through the machine as the drum revolves, thus making a copy of the original markings on the stencil.

After the stencil is in place, you can print copies at the rate of 75 to 100 a minute with the self-feeding type or about half that fast when manually fed.

The stencilgraph gives a very clear copy with a minimum of bother. It is economical even for a few copies, and is speedy for turning out from ten to thousands of copies, the thousandth being as clear as the first.

Illustrations may be used freely with the stencilgraph. The drawings can be made by the one preparing the stencil, or insets can be purchased very reasonably from stencilgraph companies. These insets are ready-made, illustrated sections of stencil, or you can send the company a picture you want made into an illustration and they will make it. To use the inset, cut from the stencil a section the size of the inset and fasten the inset in its place. Addresses of companies supplying insets may be obtained from local stationery stores. The major stencilgraph companies publish pages of illustrations for church papers. These are of the right size for tracing directly on the stencil.

Very convenient are the stencils with church-paper margin guides. Printed on the stencil, these guides help the typist to fit the material quickly and neatly into the small pages.

Church papers can be attractive, but overcrowding can ruin the appearance of the best journalistic efforts.

For stencilgraphing use boxed stencilgraph paper. Most machines will not easily feed the paper which has been cut in a print shop.

Such high quality work is possible with the stencilgraph that there is no excuse for one word of a church paper being illegible. Although improper inking or other faults can

cause the letters to be blurred or fail to print, these faults can and must be corrected. A little additional work gets the job done right.

Stencilgraphs are used so extensively that instructions furnished with the machine include information on publishing the church paper by this method. Therefore, it would be a waste of space and time to go into the details of the process here.

Prices on stencilgraphs cover a wide range. Information about each is available from book stores, office supply shops, and mail-order catalogues.

On some models you can get several valuable automatic features. Highly useful among these are the automatic paper feed and a convenient inking system.

Other models have automatic counters, automatic releases, electric motors, bells which ring when a pre-set number of copies has been run, and other automatic features.

Other uses for the church-owned duplicator which make the investment more rewarding are: study course tests, instruction sheets for special and routine purposes, midweek sermonette sent to church members, forms for records and office, duplicated post cards, campaign material, general information and budget reports, pastoral letters, sermon outlines for the congregation's future review, home Bible study course outline, periodic quizzes on Sunday school and other lessons, programs for church events, menus, pictures for younger Sunday school pupils to color, Bible stories, instructions for games, song sheets, promotional material, vacation Bible school material and newspapers, invitations, directories of members, reading lists, change-of-address cards,

stories and church history of special interest to members. Some of these are publicity, others public relations, some educational, and others Christian recreation.

PRINTED PAPER

Unquestionably the printed church paper is the most attractive and easiest read of them all. Varied makeup with strong appeal can be used. Photographs can be reproduced. Smaller type permits more material than used in the other methods to be printed without increasing the size of the paper. Also the church has no investment in equipment.

The disadvantages are: the cost of setting the type is many times the price of a stencilgraph stencil; illustrations are sometimes expensive; the printing of each copy costs more than the paper would for other methods; and copy has to be prepared several days earlier than it otherwise would.

When deciding whether to print your church paper instead of using another method, it pretty much boils down to the question, Is the extra quality worth the extra cost? Only the local church can answer that.

The printing job on the church paper should be first-class. Makeup and type should be attractive. Spelling should be correct. This is no problem if your town has a good printer.

The size of the page is one of the first things to be decided about your paper. These usually are 5½ by 8½ inches, or 6 by 9 inches. Also, determine the total number of copies you will need.

Denominational headquarters offer paper with some pages already printed for a small cost, or the print shop will furnish plain paper and figure the cost with the printing. You should

consider which of these you will likely use before you call your prospective printer.

Next, you should make arrangements with the printer for the printing of your paper. Explain fully what you want, how much type will be needed. Get his prices. Talk over any questions you have. Arrange a schedule of when you want to get the finished papers, when he will need to receive the copy, and when he will have the proofs of the set type ready for your correcting. He will be able to give you a sheet on which are printed samples of the various sizes and style type he has. You will need this in drawing up the "dummy" of your paper. With it you can do your own choosing of what type is to be used where each week.

Inquire of your printer to find if he receives any "mat" service. If your printer does subscribe to such a service, make arrangements to use selected mats in your church paper. These mat services (especially during the months of religious holidays) include good religious illustrations. They should cost you little or nothing.

But illustrations which have to be made are another story. Each of these will cost several dollars. Sometimes you will be able to use a picture the local newspaper has run. There is usually no charge for this. (At other times the newspaper will be glad to run a picture you have had made for your church paper.)

Correcting proofs of the type when it is ready to be printed is essential. If the printer is willing to do it, well and very good. But make sure that the finished paper is *correct* in both spelling and punctuation. If errors persist in cropping up, ask for permission to do your own proofreading. A few errors are permissible, but only a few minor ones.

Printed church papers mailed quarterly or more often can be mailed for very few cents a pound after a mailing permit is obtained. There is a fee for the permit. To meet second-class mailing regulations, not more than half the material in these papers can be outright promotion of the local publishing organization's local activities. Certain other requirements have to be met. Your local postmaster can tell you about these.

Since a subscription list and subscription price are required if your paper is to be mailed as second class, your church can vote to pay into the paper fund a certain amount a year for each member. This makes each church member a subscriber, even though his copy may not be sent through the mails. Some churches make this price twenty-five cents.

There are a few variable details which the prospective publisher of a church paper should talk over with the local postmaster. He will be able to give you complete information which applies to your case.

STATE-LOCAL PAPERS

Denominational papers in some states offer a unique proposition to the local church. For enough copies for the church's membership, the general material on one page of the state paper is removed and the local church's copy is printed on that page. This saves much work for the church personnel, increases the circulation of the state paper, and costs little more than the subscription price of the paper when enough copies are ordered.

EDITING THE CHURCH PAPER

The inclusion of the church paper in this book is no attempt to transfer its duties from the pastor or his secretary to some

layman. This is intended to be a publicity handbook. As the church paper is so essential in church publicity, we have included it here.

Due to his position, his contacts, and his needs, as well as the nature of the church paper, the pastor or his immediate assistant is the logical person to edit it. Someone else may handle the details of publication. The church paper is an excellent tool for promoting and directing the activities of the church. The pastor is most qualified to use it, and he needs it most.

Whether you are the pastor or lay publicity worker, your task is to help your church fulfil its purpose.

CONTENTS

The church paper can be in conjunction with the Sunday morning bulletin-program or an entirely separate small newspaper.

When you sit down to edit the church paper, you will have at least a vague idea of what you will include. There are such things as the order of worship for the Sunday morning service, some indication of what is to be expected of the evening service, a listing of the who, when, where, and what of the meetings of the different organizations during the week. Then you scratch your head and start thinking of a few other items. You realize that people like to know where those new members live, the ones who joined last Sunday. You decide to run these addresses regularly, then urge old members to call on the new ones.

If something special is coming up, it should be given publicity by a bit of interesting information about it being placed

in the church paper each of the several Sundays preceding the event.

To keep interest high, the pastor of a rural church in North Carolina found that varying both the content and looks of his church paper gets the folks to read it more.

The church paper doesn't replace any other form of publicity (unless it is the pulpit announcement). It merely helps the others do the job of telling God's message and of his work.

How can one get enough of the church news to make a fair selection? The pastor gets more church news than any other member, and if he gets the leaders in the habit of informing him of happenings, he will get an adequate coverage. Such news can be channeled through a member of the publicity group to free the pastor for other duties.

Getting all the announcements in is the problem. One organization will never decide where they are going to meet next until Sunday morning. Then as the pastor starts to read his morning text, the organization leader will select some timid five-year-old and coax him until he agrees to "take this piece of paper up to the preacher." That's your problem. Correct it if you can.

Most of the organization leaders can be brought into the habit of calling or notifying you by postal card when and where the next meeting will be. If some are slow in getting into the habit, double postal cards may do the trick. These can be bought for twice the price of one at the post office. This includes postage both ways. Send one of these to the leader each week, timing it to arrive on the day that organization meets. Request that the return card be detached, filled

out with the date and time of the next meeting and any other information they wish, and mailed back to the pastor. This will probably get the job done.

If your solicitation is handled right, you will soon find that you are getting more material than you can publish in a four-page paper. You will have to do some selecting and rejecting, unless you increase the number of pages. In doing the selecting, don't give one organization or a few persons the lion's share of your church's paper. First: they don't deserve it. Second: even if they did deserve it, jealousies and resentments can be stirred up without your realizing it. Such harm, though wrong, can never be completely righted. Be fair, always.

PAGE ONE

What should go on the front page of your paper? Some churches who combine their papers with their Sunday program sheet use this valuable page one location for their Order of Worship. It is doubtful if this is a wise practice. Every one will turn to the Order of Worship during the morning service (if that is when you distribute your church paper.) It seems better to move it to some other page and use the front page for something special.

Other churches print a picture of their church building on the front page every week. The sameness of this decreases its effectiveness. Only the newcomer or visitor will give such a picture special attention. The use of the picture of the church regularly once each month should prove more effective.

Page one is what the reader sees first. It should be something which will take him in and arouse his interest. It can

profitably be an attractive picture—color or black and white—changed each week; news arranged in two columns and looking like the front page of a newspaper; or an article written by the pastor, or some layman, or copied. If it is an article, some design at the top of the page will make it more attractive.

Excellent handling of the front page to get results is done by the pastor of one church in Kentucky. Trying to promote some phase of church work every week with this vital front page, he uses an attention-getting headline or display ad right where everyone will see it. Or, in his determination to have something effective in such valuable space, he announces a feature event or program there.

Paper stock with pictures printed on the first page can be bought from denominational sources or from church supply companies. These are especially designed for church bulletins, and change each week. They can be purchased for special occasions only, if desired. The three remaining pages can be used for locally edited information. Some churches add about 3 per cent to their bulletin's inside contents by running the church's name and address and the pastor's name below the page-one picture instead of on another page.

Paper with the inner two pages already printed is available. These pages are different each week. They are filled with news and information about denominational activities and information related to seasonal and denomination-wide events. These are excellent, and should be investigated by every church. This pre-printing is much cheaper than local printing and meets postal regulations requiring one-half the contents of second-class mail to be of wider than local interest.

Since the printed inside pages take space which would otherwise be used for local information, you may find it necessary to use an additional two-page insert sheet occasionally.

DISTRIBUTION

Distribution of church papers is often made Sunday morning at the beginning of the preaching service by the ushers. Members of the congregation receive the paper and the bulletin together. Sometimes these are handed out again at the evening service. But this does not complete the distribution task.

If distributed on Sunday, papers should be mailed on Monday morning to each member who was not at church. This will take time, but will help keep that person in contact with the church. Persons who were once members but have moved to another community like to keep informed about the activities of their former church by means of the church paper. Since it would cost over fifty cents a year to mail this to them, you could set a subscription price to cover mailing costs to nonresidents.

A pastor who gets excellent results with the church paper says: "We mail our paper to every person whose name we can receive and who we believe has some interest in our church. We add visitors in our church services to this list and ask the congregation to give us names of other persons interested in our church."

By all means, the church paper should be mailed to the shut-in members without charge.

FOURTH-TIME AND HALF-TIME CHURCHES

The fourth-time and half-time churches, having preaching only once or twice a month, should have a paper every week, whether or not they have preaching services. The pastor of such churches could publish a general paper for all his churches but have one page for the local calendar of each. He would make this page different for each of his churches, to suit their individual needs. Used in this way, the paper can be a great unifying and promotional instrument in small churches. If the pastor finds it difficult to publish this type paper for a community in which he does not live, some local member can do it.

Monthly letters duplicated and mailed at third-class rates to each member family can also be influential.

Monthly papers are used to good advantage by some churches. These contain a monthly calendar instead of a weekly one. They can be larger and use more material, both news and inspirational.

Mail

RECEIVING a letter makes a person pleased that he has been remembered or included in a group. Mail is a direct approach to your audience. It goes into the home of a prospect and shows him that your message was sent right to him.

Mass-circulated mail and individually-addressed mail can be used successfully by the church publicity worker. The first will reach more people, but the second has more influence.

MASS-CIRCULATED MAIL

By mass-circulated, we mean mail which is not addressed to a name or street number. Instead, it is addressed to "Boxholder," which means it goes to every person who receives mail through that post office. If you wish to cover a selected area, some post offices permit you to address mail to "Boxholder, Rural Route 2," "Boxholder, South Star Route," or some other city, or any address recognized by that local post office. At other post offices, regulations make "Boxholder, Local" an unsatisfactory address.

The advantages of mass-circulated mail are: It reaches persons whose address you do not have, and the general address can be printed or written much faster than one can write individual names and addresses.

The third-class mail rates which apply to mass-circulated mail can be used also for individually-addressed matter if it meets regulations.

Third-class Regulations

Folders, letters, leaflets, bulletins, stencilgraphed material, any matter which is not individually produced can be mailed as third-class matter. Of course, it must be square or rectangular and contain no merchandise. Since mass-circulated material is not addressed to a particular person, the more expensive first-class stamp on it would add nothing. Instead, by third-class, such material may be sent for a few cents a pound.

To meet third-class regulations, the material must be printed, stencilgraphed, hectographed, or produced by any other mechanical mass production method and 200 pieces or 20 pounds or more must be mailed at one time. The original can be hand writing, drawing, or any type, but the finished material must be mechanically produced. It must *not* be carbon copies, typewritten material, or direct handwriting. The envelope must not be sealed. If it is a circular letter, the sender's and recipient's names may be handwritten or typed on the letter as well as on the envelope.

Third-class postage may be paid in either of three ways. For a fee the church can obtain a nonmetered permit and an annual bulk mailing permit by which the letters may be mailed at the third-class rate without stamps, postage payable at the window when mailed. Special envelopes are used. Application for this permit must be made well before it will be needed.

The second method requires an annual bulk mailing fee. A permit can be obtained in a few minutes from the local postmaster to use precanceled stamps on your third-class mail. These precanceled stamps may be bought from the post office. The rate of postage is the same as for nonmetered mail. This

second method is especially convenient if third-class matter is seldom mailed by your church.

The third method involves the use of a postage meter machine.

Post cards also may be used for mass circulation. But the postage is about the same for the card as it is for a light third-class letter. Of course, there is a difference in the cost of materials. If you make your own post cards, they should be of the same weight paper as government postal cards and have the words "Post Card" written across the front. The size should be between $2\frac{3}{4}$ by 4 inches and $3\frac{9}{16}$ by $5\frac{9}{16}$ inches. As well as the side provided for the message, you may use one-third of the address side of government postal cards and one-half of the address side of other post cards.

INDIVIDUALLY-ADDRESSED MAIL

This is mail addressed directly to the recipient. If it meets the third-class regulations listed here, this mail can be sent at the third-class rates described.

The personal touch of a person's name on the envelope causes him to take the message more sincerely. Since circular letters can have the receiver's name written or typed in the salutation and the sender's name written or typed at the complimentary closing, you can put a good bit of personal feeling in these letters. The extra time required to type the recipient's name and sign these letters is more than worthwhile. Stencilgraphing simulates type very well for the body of these letters. It also meets the third-class requirement.

The church should keep the names and addresses of all members so they can be reached by mail. The entire city or a selected section of it can be blanketed with individually-

addressed mail if the names and addresses are obtained from a city directory or a local utility company. A large number of addresses can be obtained from the telephone directory. One rural pastor has the practice of writing a letter to every family of his congregation when something special is coming.

First-class Mail

First-class mail can be sent anywhere in the United States. If it is mailed at the office to which it is addressed, and no free carrier service is available there, and if it is not handled by a rural or star route carrier, this rate is much less.

In first-class letters you can use any kind of type, longhand, etc. Here the same regulations and freedom as in personal letters are provided for your church.

The definitely personal element possible in first-class letters makes them more effective than other kinds. Even if a form letter is used and sent to dozens of persons, an original copy which includes the recipient's name in the body of the letter is received more favorably than mass-produced copies.

These require much more time than processed letters and are more expensive, but the additional results often offset these factors when this type letter can be used.

Persons who receive very much third-class mail get in the habit of merely glancing at it or throwing it, unopened, into the waste basket. Therefore, you may find it wise to send letters addressed to them by first-class mail, sealed, and at the higher postage rate.

Letters are one of the strongest of advertising tools. Compared with other publicity means, the response to letters is great. Master the techniques of their use and send your message by them often. They get results.

Radio and Television

ALMOST every home in America has a radio. This includes every type of home, homes you can't reach, even with the newspaper, and homes you can reach with other means thereby strengthening your influence with radio.

Radio and television publicity for the church includes news, announcements of coming events, promotional information, interviews, special programs, and sermons. The evangelistic, worshipful, or informational nature of sermons and certain special programs will make their advertising value incidental. But the main purpose of these does not detract from their advertising value.

NEWS

Church news is very suitable for religious, social, or local radio news programs. With a few exceptions stories for these will be in newspaper style. Easy listening is the key to the differences. Introduce each story with familiar words. Keep the lead simple. Use round figures. Keep the stories short, from fifty to two hundred words. Abbreviated newspaper style is used by newscasters. Addresses and other details are eliminated. Yet there must be sufficient information to give the complete idea which is being presented. News copy must be rushed to the station immediately after the event. If the story is important enough, the state news announcer may be interested. Smaller stories should go to the local or religious news editor.

If a local radio station has no religious newscast, a church or group of churches should investigate the possibilities of starting one. If the editing and announcing talent is available in their own churches, they might get competent persons to volunteer their services for such broadcasts. Of course, the station management will be the one to act on such suggestions. Special care should be taken continuously to assure that a supposedly unbiased news program does not favor one church or denomination.

Local stations will sometimes co-operate in giving extra publicity to a worth-while campaign, activity, or event. Directors of some programs will make a spot mention of such worth-while cause. Purchased time for spot announcements is not expensive at small stations. Larger churches use radio ads on more powerful stations with gratifying results.

PROGRAMS

Special programs presented by church groups are usually musical. Easter and Christmas programs are good for radio broadcasting. Religious dramatic skits are possible, but should be tried only if adequate talent is available. In fact, the church should not sponsor in any way any program of inferior quality. This will do more harm than good.

The pre-Christmas season and a brief pre-Easter period offer excellent opportunity for a church choir or selected members to present a series of religious musical programs. Arrangements can be made sometimes with the local station for free time for these programs. With the tape recorders, there is little expense involved in the station's making recordings of several programs or musical numbers during an evening when all the choir is available. The religious side

of many events can be magnified in this way. These programs are used during the day or late evening on sustaining time (time which has not been bought by any advertiser, yet must be filled to keep the station on the air). It may be possible to get sustaining time free in this way, weekly or more often. Your station might welcome fifteen- or thirty-second sign-on and sign-off prayers, transcribed for use as it begins and ends its day of broadcasting. Each station manager differs on these things.

SERMONS

Sunday morning sermon broadcasts have become an institution. Weekday radio sermons are almost as numerous. In many cases time for these programs is bought by the sponsoring person or organization. Radio and sometimes television stations also give much free time for these programs. Whatever the system, they accomplish great good. Many souls are won.

Free time will be given more readily if the program is sincerely interested in giving the message of Christ, rather than promoting some church group. A religious radio or television program should not let church advertising dominate its tone. The broadcaster's code prohibits one religion from attacking another over the air.

QUALITY

Christian radio and television programs should not fall below the standard of commercial programs. Such failure degrades the church in the mind of the listener. When a disinterested listener hears some incapable voice ruining hymns, he turns the dial. Give him good music, and he may

become interested. According to one survey, church music is the most popular music in America. Radio and television producers should take full advantage of this.

If your church obtains radio time but has no musical talent to offer with the sermonette, ask the station personnel for recordings. They will not charge you for them, but they will appreciate your consideration in not driving away their listeners.

With radio and television you go visiting, reaching more than the home audience. If your most faithful choir member has a poor voice, don't use her. You can't afford to let mere faithfulness ruin a wonderful opportunity to bring people closer to God. Don't sell souls to satisfy someone's ego.

Speaking of music, Station KNOR, Norman, Oklahoma, uses an excellent combination for its Sunday morning church broadcast. For fifteen minutes before the radio time purchased by a local church, the station has a program of beautiful recorded hymns. This does much to prepare the radio audience for the following broadcast from the church, which includes another musical number or two, Scripture reading, and the sermon. As the first part of the worship service is not broadcast, this church does not have to worry about losing listeners during the awkward pauses at the time of the offertory, nor wonder how simple or confusing the routine announcements sound to uninformed listeners.

SPEAKING

The wailer is the other person who makes religious programs unpleasant for many people. Christianity is a religion of happiness. It should be published with an effective voice. Surely, preach of sin and hell and repentance. But don't

sound as if all Christianity were defeated. The tone speaks louder than the words when a voice, almost weeping, cries hopelessly, "But God will win out."

Christianity is always triumphant wherever it is applied. The message is one of expansion, of success. God is powerful, and should be presented in such a way that the listener will feel he can depend upon and respect him. We have a message of victory, victory over sin and death, a message of love. That is the message which should be broadcast over the air. It is the message which Christ brought, the message the world needs.

Prospective speakers for religious broadcasts should be screened so the most effective ones can be selected. Over the radio voices sound very different from normal. A local announcer will probably be willing to audition a few speakers and decide which has the best radio voice and tell him how to improve it.

Before and after such an audition, the radio and television speaker should practice speaking for the microphone. Speak slowly, distinctly, in simple words. Avoid involved sentences. To help your audience understand your theology, keep away from the theological terms, for likely many listeners would think regeneration is a new method for producing high voltage electricity.

The radio and television audiences catch something of the atmosphere of congregational worship from the way the preacher addresses the congregation. This contact with the congregation is a natural thing on the part of the speaker which adds a touch of reality to the service.

But studio sermons are entirely different things unless the preacher normally has a conversational style to his delivery.

When the minister enters the studio or starts his broadcast from his study, he should remember that he does not have the psychological backing of a large congregation and a choir. He will not be able to make his scattered listeners believe a church service is in progress. The approach to use here is that of a friendly visitor carrying on a conversational chat with the housewife as she goes about her work, with the man as he drives along the highway. Probably the audience seldom numbers more than three in any one place. Make it person-to-person.

Whether it is a Sunday sermon or a Monday morning talk, some people tune in late. Here the religious radio speaker should take a lesson from the commercial programmers: keep it easy for the latecomers to enter the trend of thought.

That final clinching point at the end of the program can round out your presentation with a decisive punch. But it is disheartening to draw a deep breath in readiness for making that point, then glance inside that glass booth and see the announcer's lips moving in front of his mike. The speaker has used up his time but not his sermon. A preacher's poor timing can rob his audience of his most potent point. He can't blame the announcer. Other radio shows must go on. The speaker was the one who failed, and the speaker is the one who must make certain he does not drive away the station's audience by such carelessness. Whether the station charges for the time or gives it free, the speaker who agrees to appear before the microphone or camera obligates himself to rehearse and time his sermon or talk until he is certain he can say all of it in the allotted time.

Use every means available to make your program as effective as possible. Much of radio and television technique can be learned by deliberate study of trained broadcasters.

Richard A. Meyers, director of Rural Church Research, College of the Pacific, writes me of one grave mistake too many ministers are making. He says that often when they are given radio time for daily meditation, they preach a sermon without considering who is listening.

This results in wasted radio time as well as lack of understanding and misinterpretation on the part of the nonchurch audience.

The radio listeners who need the Christian message most have almost no concern about religion or theology. But they do have motives and needs on which the preacher can capitalize. The radio preacher should show them that he is interested in their problems, and that religion can help them. Of course, this audience makes it necessary to keep broadcast sermons simple, clear-cut, and interesting.

Advertise your radio and television programs. Effectiveness increases as the audience grows. Every publicity means can be employed to make this audience larger. Especially suited for promoting Sunday afternoon programs is a standing sidewalk poster in front of the church entrance. This can get the attention of the entire congregation as they leave the morning services.

When the station learns that you are advertising your broadcast programs, they will appreciate your help in building their listening audience.

APPEAL FOR FUNDS

Religious programs which are financed by the contributions of the listeners have the problem of how to make the appeal for funds. The least objectionable is the one which invites correspondence and gives the address of the preacher. When this proves inadequate, more obvious pleas are used. What-

ever the effort, the preacher should not make any statement which can be interpreted as a suggestion that donations be sent in. His job is to be concerned about the souls and lives of his listeners. When he ends his program with a request for financial support, the sincerity of his message is questioned by the listener. One of the announcer's jobs is to give the commercials. He can make the suggestions of correspondence or the request for funds in the least objectionable way. Even if he says there is a desperate need for support to keep the program on the air, it will be effective. If the preacher said it, some listeners would lose part of their respect for him.

The placing of radio programs in church or district association budgets is a good practice. It gives the program more prestige than it would have if constant pleas for support had to be made.

Appreciation should be expressed for any time or publicity given by the radio or television station. The same applies to co-operation given in preparing or producing any paid program.

LISTENER SURVEY

Wise use of money for religious broadcasts indicates that extreme care must be taken in choosing a time and station for the program. A listener survey is the tool to use. During the hour or hours the church is thinking about purchasing, have reliable church members phone a representative sampling of listeners and ask if they have their radio on and to what program they are listening. Ask if they listen to religious programs, what kind, and when. Also, find out to which stations and at what hours they listen. Later the collected information should be considered in the light of the programs

which may have been competing for the listeners' attention as your group was making the survey.

To make the survey, choose capable persons from your church, instruct them thoroughly, stressing cordiality, and give them whatever forms you may use. Assign certain pages of the telephone directory to each and have them select and call every twenty-fifth, fiftieth, or hundredth name on those pages.

This survey should be repeated on several different dates, each telephoner keeping his page assignments but making certain to call different names each time.

Such a survey can help your church steer away from a radio program with almost no listeners. Also, it may reveal that in your area there are hundreds of farmers who tune in at five o'clock each morning when sustaining time is available without charge.

Television is expensive, but its influence is great. Churches located near TV outlets should investigate local possibilities. Besides paid broadcasts, free time is available to churches occasionally as a public service. A church erecting a new building should find out from the local station and architects if it is advisable for them to include concealed television camera booths in their sanctuary, one TV engineer told me. This would make telecasts possible without their intruding on the spirit of worship.

The church which cannot present its own radio or television program still has a great responsibility in this field. It can use its efforts and money to promote an established religious program which it endorses. Small churches unable to finance radio and television programs should include the promotion of these in their organization and budget.

The radio audience is too great for churches to neglect it. The listeners need God's message.

Signs and Billboards

SIGNS

IT is foolish to invite someone to church, then make it difficult for him to find it. The interested person who is looking for a church will timidly pass yours if he can't tell whether it is English-speaking or not, whether it is of his faith or some faith which practices unfamiliar rituals.

Any church which desires to make itself known and to enlarge its influence should erect a large sign. In fact, the sign should be put up when the ground is broken for the construction of the building. It should be located so it can be read up and down and across all streets which pass the church. This may take more than one sign.

The community will become more familiar with a church that has an inviting sign outside. Such a sign makes for a more friendly feeling. Everyone feels that he knows where the church is, can direct others to it, and can use it as a guiding landmark in giving directions to other places.

These signs usually give the name of the church in bold letters, and in smaller letters list the pastor and the regular Sunday and major weekday services.

The church sign should be lighted, as many services are at night, and many people pass after sundown. The light will attract attention as well as make the sign readable.

Some denominational supply houses have general church signs for sale.

Neon Signs

Neon signs are becoming more popular with churches. These can be very attractive and can be read from a great distance at night. The lettering made by the lights must also be painted on the sign's background so the sign can be read during the day. Otherwise neon is partially defeating its purpose.

Outdoor Bulletin Board

The outdoor bulletin board offers an attractive identification of the church, as well as a means of delivering weekday messages to all passers-by. By changing this message two or three times each week, the pastor can get those who see this board often in the habit of reading it every time they go by the church. This is a great advantage over the sign which one sees so often he gets in the habit of looking right on past it because it is always the same.

These boards have a steel display section about 3 by 4 feet, or larger, housed in a wooden cabinet with glass cover. The display steel section has grooves for the insertion of individual letters which are used to spell out the message in letters of varying sizes.

Space can be provided on the cabinet for the names of the church and the pastor.

Appropriate sentences and thoughts can be ordered in book form, sold by church supply and book stores. These books

sell for as low as twenty-five cents for a book of five hundred sentences.

These bulletin boards should be lighted. When the lights are turned on each night from sundown to midnight, the effectiveness is increased. A clock can be used to turn off the lights.

Directing Signs

Few churches are located at the intersections of all the main streets of a city. As a result, many people never pass the church. To let these know where your church is, you need directing signs. The sign stating "Anthony Congregational Church," with a conspicuous arrow labelled "2 blocks" pointing down a side street, will bring several to your church who would never find it otherwise.

Anyone making a roadside sign must remember that the words have to be read from a moving car which is about a hundred feet away. The duties of driving and the surroundings are competing with the sign for the attention of the driver. By all means, make each letter at least three inches high and each stroke at least one half inch thick. Sign shops will make these signs for a small charge. When they become slightly weathered, they should be repainted or replaced. Reflecting Scotchlite letters are ideal for directing signs.

Sidewalk Signs

Sidewalk signs are made by applying whitewash or some other water-removable material to the sidewalk. Before making such signs, you should find out about city regulations pertaining to them. Do not use a paint which will be worn

away partially, with the remainder causing a dirty blotch for months.

Use care to make sidewalk signs neat and attractive. A stencil cut from stiff cardboard will make a better sign possible and speed the application. The message should be no longer than a half-dozen short words.

Billboards

As to location, billboards are of two types, the one on the highway and the one in town. As to display means employed, there are several other types.

Highway Billboards

A billboard located in the town will be seen by more and different persons than the billboard located on a highway, provided both are in good locations. The highway billboard will be seen by persons entering your town, whether they are stopping or passing through. It will be your most effective means of reaching those who are driving through. Rural residents who trade or attend church in your town will be impressed with the highway billboard and its message. The number of your local congregation who will see such a billboard can only be determined by a survey of the congregation.

At the morning service a request for a show of hands of all who have entered town by the various main roads during the previous week will not only tell you how large the possible church audience for a billboard would be, but it will also show you which highway offers the best location for reaching your own church. This survey should be conducted for several consecutive weeks before a location is decided on.

When the billboard is sponsored by more than one church, a survey should be made in each.

To get the total combined membership and nonmembership audience for a proposed billboard, an on-the-spot count must be made of all traffic passing its location. This count should be made at representative hours of the day and representative days of the week.

To reach the members of your church, a farm-to-market road may furnish a more valuable location for a billboard than does a through highway. The highway would probably be better for a general message to all people. Don't put your billboard in an area already crowded by others.

A committee's arbitrary decision, without investigation, that a highway billboard would reach a large proportion of your church is unwise. Very likely the members of that committee do more traveling than the average church member. If so, they will have the impression that a highway billboard is much more valuable than it actually is.

For the church which can afford it, the billboard on a busy highway is worth the cost, even if it is never seen by a member of the local church. In such case, it is a missionary project.

In Shelby County, Tennessee, around Memphis, Baptists have made billboards a district association project. This distributes the program and financial responsibility among several churches.

Billboards on the sides of highways leading into Clarksville, Tennessee, have been used for sometime by the Church of Christ there. Plans call for still more large ones from time to time. One minister says billboards, like other forms of advertising, are good, and his church feels that any money

spent on them is not in vain. Visitors report that such advertising makes it much easier for them to find the church.

Town Billboards

A billboard inside the city limits will be seen primarily by the local residents, unless it is located on a main road or highway. It should be located so it will be seen by as many as possible of the persons whom you wish to read the message. Obviously, a small billboard on a paved, through street will get more results than a large billboard on a side street.

Downtown billboards are erected on vacant lots and on the tops and sides of buildings.

If your purpose is to increase attendance and interest at your church, determine as best you can which is the route used most by the people in the area served by your church. Then select a good location for a billboard on this route. It may be that, in your case, a billboard located in the center of town would reach as many of your prospects and more other people than one near the church. Of course, the downtown location may cost more.

DISPLAY MEANS

Display means employed are the poster panels, the painted display, Scotchlite, and the illuminated spectaculars. Each has its advantages and disadvantages.

Poster Panels

The widely-used poster panel is the only one which can be changed each month economically. Structures for these are 12 feet high by 25 feet long for what is called the twenty-four-sheet panel, and 4 ft. 10 in. wide by 8 ft. 7 in. high for the three-sheet panel. The display illustrations for these are 8 ft.

10 in. by 19 ft. 8 in. for the large one and 3 ft. 5 in. by 6 ft. 10 in. for the smaller. A border around this area is made of white paper.

Illustrations for these poster panels are usually lithographed by companies specializing in outdoor advertising reproduction. The local church may find it difficult to locate such a firm which can produce the proper display economically. In such case an artist must be employed to do the illustrations and lettering. Weatherproof materials must be used.

Since the interest in outdoor advertising by churches is of recent origin but increasing very rapidly, illustrative material is a bit more expensive than for commercial firms which use mass-produced poster-panels. As this field develops, the unit cost to churches will drop rapidly. As many churches over a wide area must be using the same illustration simultaneously for them to become economical, this program is coming under the co-ordination of denominational headquarters. Interested churches should direct inquiries concerning illustrative material to such headquarters.

Commercial advertisers make a practice of changing their illustrations monthly. Churches pioneering in this field are following this plan with a very attractive program. The spirit, holidays, and atmosphere dominating each month are captured and utilized very effectively in the illustration and message.

When the church has found the best location for its billboard, or billboards, it must decide whether to construct its own or lease from an outdoor advertising company. The initial cost of construction will have to be considered in the light of what the periodic lease would cost. This will vary greatly in different sections of the country and even in different locations of one town.

In some cities all the suitable billboard locations are already controlled by outdoor advertising companies. This gives no choice for construction. The church can still work with the company in selecting a location and obtaining the illustrations. It may be found that the expert advice of the advertising representative will be so valuable as to make a church-owned board unwise.

Lighting between sundown and midnight will prove worthwhile if many people pass during these hours. Such lighting can be controlled by a clock.

The illustration should be large and simple, the wording in large letters, few enough to be read from a speeding car. The display should be in brilliant colors. Contrast gets attention and makes a deep impression.

This advice from one pastor should be followed: "One important thing to remember is that these billboards must be kept up, repaired, and painted, to accomplish the desired results."

Painted Displays

These are the larger painted signs, usually with illustrations, which are approximately the size of the large poster panels. They are constructed of wood or other suitable materials. The display section is usually not changed monthly, as are the panel boards, but it should be changed and repainted every few months. At no time should the paints be permitted to get dull. Lights can also be used on the painted display.

Illuminated Spectaculars

In the illuminated spectaculars the illustration and message are presented in the form of neon light tubes or regular electric light bulbs, or a combination of the two. These can be very attractive in their brilliant colors, flickering and giving

the illusion of motion. Few persons fail to read the entire message and get the idea these displays present.

The artistry in blending the colors and matching intensities, as well as the controlling mechanism and the hundreds of feet of neon tubing and thousands of light bulbs, cause the original cost of these spectacles to be within reach of only a very few churches. The cost of electrical power for operating the display and the maintenance expense should also be considered.

Scotchlite

Scotchlite is the trade name for a certain kind of reflector tape used to form the letters or illustrations, or both, of a sign. The headlights of cars approaching this type sign are reflected back, making the sign appear to glow brilliantly. colored Scotchlite reflectors permit very beautiful illustrations to be used.

The materials used in these signs make their original cost very reasonable, the upkeep negligible, and the operating cost nothing. For highway use they are almost as effective as illuminated spectacles. Animation has not been devised for these.

In an advertisement—outdoor or newspaper—eliminate details. Give vivid, quick impressions. Make what you present contrast with its background. State one main thought briefly. Employ large letters. Use few details in pictures so you can exhibit the desired ones in bold illustrations.

A church billboard should never be placed in an offensive location or where it will be a traffic hazard.

This chapter is no argument that billboards are necessary or, as such, help the country. It is merely a statement of how billboards can be utilized for a Christian cause.

Extra Opportunities

THE spoken word is the most effective means of publicity. Whether it is some church member bragging about his pastor, some youngster talking about a church party she is going to, a telephone call to let someone know she was missed when she was absent yesterday, or some person calling on his neighbor in an attempt to enlist him—any of these is more effective than the other means. Personality and intimate interest are behind the spoken word.

Again, we remind you that the other means of publicity used by the committee can pave the way and offer support for these personal contacts made by church organizations. Although such visitors work independently from the publicity group, they are among the group's best allies in advertising the church.

A Methodist preacher gives this experience from one of his pastorates:

"In my last pastoral charge a large number of people were organized into teams. After careful training as to what they were to visit about, they were sent into all the homes of the church and into many other homes in the community. They did not necessarily invite people to the church but simply talked about the interesting things that the church was doing in the many phases of the work in which they had been instructed. They often left specially prepared literature in each home. They also visited with

any people with whom they came in contact during their regular travels in their business and in the community. As a result of this type of work *the regular attendance at both church and Sunday School was more than doubled.* The finances increased greatly and many people united with the church as a result of this personal contact."

The telephone is a handy auxiliary to the voice, but the call in person is more effective. When there is not time to go to the prospect, the telephone is excellent.

Christ used the system of sending out two's with his message. Churches can do the same, or organize telephone brigades for creating interest and increasing attendance, or for doing certain elements of personal work.

Portable Public Address System

A portable public address system, if the church has one, can be used to advertise special events at a church. Mounted on a car or in a truck, this public address system can be taken up and down all the streets of your section of town, or the entire town if needed, and announcements made of the service. It can be done the day or the afternoon before a service. This should not be done often enough to become bothersome to the residents. The user's report is that the PA system is very effective, especially for county seat and smaller churches. Some large cities prohibit the use of portable public address systems without a permit.

This means seems to offer good possibilities to the rural church which has fewer means of publicizing both special and regular services. A car going down the road, with the driver broadcasting music in every direction, would get the attention of everyone within hearing distance. Whenever it

passed a house or someone working, the driver could give a special invitation to attend the service, stating the place, time, and program over the loudspeaker. In this way a large community could be covered in record time. Then the public address system could be used around the church when needed.

Chimes

Chimes which go out from the church to the surrounding community can be considered publicity in that they publish God's message and turn the minds of the hearers toward God and the coming church service. But chimes seem so much an instrument for aiding in worshiping God that the advertising, though real, is incidental.

Sacred music and chimes played from the church tower or other high place at the church for thirty minutes before each service and during the twilight hour each evening of the week will cause God to be remembered by hundreds of people for blocks around. Sacred chimes will cause a pull at the hearts of those who once attended church. The beauty of this music will be appreciated by many who will decide to investigate after continually hearing it for a few weeks. Very probably housewives would appreciate this music between the hours of ten and eleven each morning. The surrounding community should not be made to tire of this music by your giving it to them too often. Daily broadcasts should be appreciated.

Chime recordings of dozens of sacred songs are available. Still more recordings of choirs can be bought for this purpose. This makes such music available at a reasonable original cost. The church which takes the precaution of getting a record player with a turntable which rotates at $33\frac{1}{3}$ revolu-

tions a minute, as well as the regular 78, will be able to use transcriptions of some very fine music and programs which are not available in the regular recordings.

As with a public address system (which may be a part of this recorded chime equipment), you can use this equipment to amplify the church services for hearing aid equipment in a special pew for the hard of hearing, and also loud-speakers in the nursery, for overflow crowds, persons working in the kitchen during weekday meetings, and other needs that may arise.

Car Stickers

Car stickers are in the form of gummed paper printed in black, color, or in the form of decalcomanias (decals). These can publicize special events or permanent institutions and themes. The audience here are the riders and a few others who will read the sticker while the car is parked. These can be distributed free by the churches or sold at cost. Stickers should never be placed on a car window or windshield without the owner's consent. These stickers can be laid in the car seat or some such conspicuous place for the owner to find and use or throw away.

Handbills

A handbill is a printed sheet of paper used for advertising. The "hand" part denotes the method of distribution. These can be left at the doors of homes, handed out on the street, or given to the occupants of homes along with a word or personal invitation to attend the event advertised.

These are printed locally at a small cost. The price is based on the size and number printed. Additional colors of

ink will cost extra. Illustrations, if used, will be made in the same way newspaper illustrations are made. They must be paid for by the one having the handbills made, unless the print shop has ready-made illustrations.

When you buy a newspaper ad promoting an event and the ad is of a good size for handbills, some papers offer a special rate on the handbills. They do this because they use the same type for both jobs. Of course, the printers have to have the ad copy early enough to run the handbills on the job press before newspaper makeup time or you will have to wait for them to run the handbills after the paper is printed.

If done attractively, handbills can be stencilgraphed.

The entire program for a series of revival services, an invitation to a church movie on missions, news of a special speaker, or the announcement of any other service can be carried on a handbill.

Public Directories

In hotels, tourist courts, bus and railroad depots, and other public centers catering chiefly to transients, can be placed directories showing the location of churches in town. These directories may list all the churches or all the churches of one denomination. Such directories make it easy for those interested to find a church.

A directory is made by having the names and addresses of the churches printed attractively on a large white cardboard and mounting this behind a glass cover in a frame, similar to a picture frame. This is hung in the lobby or waiting room.

Church Calendar

An attractive church calendar listing all the regular church activities for the year can be very valuable in encouraging

members to remember the events, take more interest in activities, and pray for the programs. On the date on which they happen should be listed the annual revivals, vacation Bible schools, study courses, district associational meetings, state conventions, anniversaries, emphasis weeks, and all other activities which can be scheduled at the end of one year for the coming year.

Printed calendars made of a good grade of paper, with an appropriate, attractive illustration are ideal. The illustration could be a color sketch with local significance stenciled by silk screen or a newspaper engraving of a photograph of the church building, the pastor's family, or some other local picture. If the church membership is very small, a photograph print may be less expensive than the engraving.

The leaves for each month can be a purchased calendar pad and the events stencilgraphed on the appropriate dates. Some churches stencilgraph the entire calendar pad.

The large number of commercial firms giving expensively-designed calendars to their customers without charge challenges the church to produce a calendar of such quality as will be hung and used by the members.

Church Handbook

A small, well-written handbook giving the history of the church, its doctrines, and an explanation of church activities and accomplishments can raise the morale of the members and make them determined to make a Christian success of things. This handbook should explain each major teaching and give the Scripture references to support it. The history of the local church in general and of each organization should emphasize the difficulties and triumphs all along, and especially

the early ones. Charter members or older persons and aged preachers in neighboring towns are glad to give details of this history. Previously published handbooks, church minutes, or other records will contain valuable information, but these should be supplemented with interviews with those who were there, if possible.

Handbooks can be printed or stencilgraphed. They should be covered with a heavier grade of colored paper. Staples can be used to hold the book together, in the same way a small magazine is secured when assembled.

A convenient size for stencilgraphed books is $5\frac{1}{2}$ by $8\frac{1}{2}$ inches, a standard letter-size sheet folded once. Assemble a "dummy," or blank book before starting to cut the stencils. This will help prevent page one from coming out at the front of the book and page two at the back.

If you are stencilgraphing a sixteen-page book, size $5\frac{1}{2}$ by $8\frac{1}{2}$ inches, take four letter-size sheets (eight pages) of paper. Fold these once, and assemble one inside the other, then staple them together on the fold. Next, number the pages. Now go through and mark the designs or illustrations you want at the section headings in approximately their final location. With this done, you can disassemble the dummy. You will notice that pages one and sixteen are on one side of the first sheet, and pages two and fifteen on the other side; pages three and fourteen on one side, and four and thirteen on the other side of the second sheet, etc.

It will be advisable to type out the page numbers on the stencils before doing any other work on the stencils. Refer to your dummy repeatedly in doing this. Then page two can be cut immediately after page one without too much confusion. Also the dummy will be needed to make certain

that the proper pages are put on the backs of others. Up-side-down pages is another common error which should be guarded against.

Here is another place you will want to use the stencils with margins indicated for placing two 5½- by 8½-inch pages on one standard stencil.

MISCELLANEOUS MEANS

Bookmarks printed with prayer lists, mottoes, or memory suggestions are a form of publicity.

Postal cards can carry a variety of publicity messages.

Tracts in themselves are publicity for the Christian cause. Stamped with the name of the distributing church, they are church publicity. These should be placed in racks in hotel and depot lobbies, as well as in the church vestibule.

Christian plaques are good publicity, whether displayed in the home or place of business. When they are the right size, some businessmen use them as paper weights. They serve as a repeating reminder.

Parades for vacation Bible schools attract much attention. These create interest among the children especially.

Blotters can be printed with almost any publicity message. These are easily distributed to the interested members of the congregation and placed in all letters leaving the church office.

If your telephone is listed in the directory as "First Presbyterian Church," it will be hard for nonmembers to find it. At least one other listing, "Presbyterian Church, First," should be used. "Church, First Presbyterian," and a listing under "Churches" in the classified section would be valuable in many

cities. These additional listings can be had for a small fee. When the church phone is listed in the name of the pastor, it definitely should have at least one other listing in the directory in the name of the church.

Paper napkins used at a church dinner can be stamped or typed with an advertisement of a coming event.

One Texas church printed revival notices on merchant's shopping bags. People who shopped carried home the church's ad.

Gummed stars can be distributed to be stuck on a date on calendars as reminders of a future meeting or program.

Airplanes can be used to drop handbills or tow streamers.

Bulletin boards offer many advertising opportunities, especially for churches which do not publish a church paper.

A rubber stamp can be used to advertise many things, the message being imprinted on all printed or mailed matter.

ANNOUNCEMENTS

Announcements have been classified into three types, according to the audiences reached by each, in our chart on means of publicity: those made from the pulpit; those made in Sunday school and other general departments of the church which meet on Sunday (including announcements in the individual classes); and those made at weekday meetings.

Pulpit Announcements

Pulpit announcements are about all the public advertising many churches use. Other churches employ other means extensively enough that the pulpit announcements, by distracting from the spirit of worship, would do more harm than good.

Where used, pulpit announcements should reach the person who is to read them from the pulpit before the service starts. The person to do the announcing should check announcements as soon as he receives them to make certain they contain the "who, what, when, and where." The practice some church leaders have of forgetting the event they want emphasized until the person starts giving the announcements, then sending some child up to the announcer with a folded note, should be discouraged.

There is no doubt that pulpit announcements are necessary when the church uses few other publicity means. These are good advertising for the other services of the church and reach the entire congregation.

Department Announcements

The opening and closing services of the Sunday school and Sunday discussion groups, and the class and department programs of these, offer excellent opportunities for announcements. Here, the atmosphere is not hurt by invitation or by urging to attend some other service. Short talks based on the church publicity program's general theme or talks promoting church appreciation are effective in these meetings of the departments of the church.

A large per cent of those attending Sunday evening discussion groups also attend Sunday school. But never take for granted that if an announcement is made in Sunday school, there is no use in making it in the evening program. Some will be there who were not in Sunday school. The others will remember it longer if they hear it a second time. For the same reason, it is a good plan to announce an event in the Sunday school classes, in the department opening ex-

ercises, and in the closing exercises of the entire Sunday school. The same plan applies to other organizations. The more times something is properly announced, the more interest there will be in it.

Each time an announcement is made, add new information. Instead of making vain repetitions, achieve a build-up of interest.

Weekday Announcements

Weekday announcements reach the smallest groups of all, but they are very effective. They do not have the competition of the larger number of Sunday announcements. They serve as weekday reminders of the events emphasized on Sunday. Services which had not been planned by the previous Sunday can be announced at weekday meetings.

Every opportunity should be taken to keep all phases of the church's activities and purposes before as many people as possible. Too often people lose sight of the over-all purpose while taking care of details.

Announcements, as well as other publicity, should be started at least a month previous to the event. If some general department of the church is to have a study course, the information should be announced in both the Sunday school and discussion groups the four Sundays before the course. Not only this, but also for at least two weeks previous, the announcements should add interesting information at every weekday meeting of any organization of the church. This, with an adequate amount of other publicity, will immensely increase the effectiveness of the study course.

District Publicity

WHETHER it covers only one county or several, your church's district organization must have publicity to rally support to its program. The accomplishments of this grouping of churches should not be hid, but should be publicized so others may see the good works of many and glorify God. Both the annual general meeting of churches in an area and the periodic conferences of workers in the various organizations of these churches must be publicized if they are to accomplish their purposes.

The association takes an important step when it elects its most effective publicity worker to the post of association publicity director.

For the district association which includes publicity personnel in its organizational setup, publicity should be carried on throughout the year. The various techniques described elsewhere in this book can be adapted. Here we deal with district meetings because they present peculiar problems.

These meetings are important enough to rate many columns of news if it is written. It must be written, and other publicity means must be used. Otherwise, most local members will never have their interests deepened sufficiently to cause them to attend these strategy sessions which are planned for them.

This creates a need for an over-all publicity campaign which must be co-ordinated throughout the district. Too,

each church publicity group should see that its church members and the local population are informed concerning such meetings.

News stories furnish the easiest means of informing this many people outside the local community. Yet other forms of publicity must not be forgotten if we want adequate results, large attendance.

If this task becomes your responsibility, enlist all the personnel you can from your local publicity group described in Chapter XVI. Or, better still, help form a district publicity group with representatives from each church which belongs to the association. The area covered makes distribution the unusual thing about district publicity.

Outlined, your job is to get good news stories published throughout your district so they will be read by all who have an interest you can stimulate; to get attractive posters where all who should be concerned will see them; have announcements made where they will be heard or read by all who should take action; and use enough of all forms of publicity to produce the desired attitudes in the minds of the people throughout the district.

Posters

First, let us consider posters. Each church concerned should display several each Sunday during the month preceding the district meeting. If the district organization will finance the printing or painting of these posters, the production is almost taken care of. Your main problems remaining are distribution and display.

A system of asking each church to be responsible for making a number of posters, then rotating these, would take

the least amount of expense if the churches assume their responsibility. Each participating church could be assigned to make one poster for each fifty or one hundred members it has. Then it could be asked to use the same number of display spaces. When the posters have been displayed in the home church, they should be swapped with near-by churches.

Announcements

Churches which take the initiative to make their own announcements in their papers and program sheets will have more of the feeling that the event is their responsibility. They will move on to help in other ways. But a note to the editor of the local church paper will encourage such announcements.

We have all seen the added influence given to an oral announcement when it is made by an outsider. If practical, arrange for officers of the district organization to make announcements of a coming meeting to the congregations and organizations near his own church. Each week a different person should make such announcements to the same congregation.

Special district conferences or discussion groups are often held for officers of local church organizations. A letter addressed to these officers should explain the purpose of such meeting and what they can expect from it.

Many people never attend meetings outside their own town because they have only a vague idea of what will happen at the meeting. A newssheet, stencilgraphed and sent to the local churches for distribution, can create a positive interest in many uninformed members. These newssheets could be given to each member of the congregation as he enters or leaves the morning services.

When the district meeting is for only one organization of the church, these newssheets can be conserved more if they are handed out at the regular local meeting room of this organization.

Interesting facts about accomplishments during the past year, features of the program, topics to be discussed, personality sketches of district leaders and speakers, goals, etc., make interesting material for these newssheets.

Publicity for a district meeting must start reaching its audience at least one and preferably two or more months before the event.

NEWS

The biggest single element of district publicity is news. But seldom will a paper in the host town be able to spare a reporter to give church district meetings much more than a glance. This results in important church news developing and dying without going past the doors of the building where the association meets.

Church members must do this news reporting if the great work of God and the church are to be published as God commanded. And why shouldn't church members do it? They are the most interested, they are the most familiar with the work. It is their task.

Here we have another of those projects which must be tackled step by step. It requires a lot of hard work, but it offers in return an increased influence for your denomination throughout the district. When you spend one to three hard, full days covering a district meeting for publicity, these will probably prove to be among the most fruitful days of your publicity career.

Before the Meeting

But not all the publicity work will be done during the meeting. News stories on next year's district meeting should be sent out before this year's meeting is adjourned. Developments such as the selecting of the host church, the securing of speakers, the making of the program, and dozens of other incidents are news. These should be sent to all papers in the district, especially to the towns of the persons mentioned in the stories.

For months before a district association meeting, clip from newspapers all the publicity given other conventions, religious and nonreligious. Study these clippings. Learn the methods used and make a note of each thing which would make a story when you cover a district meeting. Try to improve on these stories.

When you are responsible for covering the district meeting for news, your work starts early. A month or two before the meeting you wish to cover, write to the superintendent, director, or moderator of the department conducting the meeting. He has information which is rich in news value. Explain that as publicity director you would like to help by doing some news publicity before and during the meeting. Ask for the name and address of any other person who is expected to be present and do news work. Offer full cooperation with any such person and with the leaders of the meeting. Request advance information on things which are expected to be the best features and a list of the things which might develop into news. Get the superintendent to make any suggestions he will. This material can be used in several kinds of publicity.

You will also need a copy of the program and a list of

the home towns of *ALL* persons listed on this program, along with their addresses, offices in the church, and occupations. The district superintendent can give you most of this information. The remainder you can get from the home churches or upon their arrival at the meeting.

When you write the superintendent letting him know you plan to do publicity work, ask him to keep you posted on changes and developments. The main result of this letter will be your getting his full co-operation.

If the superintendent really liked the idea of publicity when he answered your first letter, you could write him again suggesting a project which can be one of the biggest news items of the meeting. Suggest that cuts of the likely candidates for moderator or superintendent of the association be on hand in a near-by engraving office. Then as soon as the results of the election are determined, the engraving plant would be instructed to run off mats of the new leader. Immediately these could be mailed out with the election story. This way the mat would reach the papers while the election was still news. Of course, make the superintendent realize that the cost of this would be paid by the district organization.

Local members of the publicity committee are the ones to write advance stories on association program personalities. This should be started soon after the director gets a copy of the program and other information from the superintendent. The director contacts local members of the committee, assigning each to write a news story about the program speakers who belong to the same church they do. This is the type material which arouses interest throughout the district. The director has a real opportunity to syndicate them to all newspapers in the association area.

Until the association meets, additional stories should appear at planned intervals. The more build-up of news an event is given previous to its occurrence, the more space it will get and the more interest readers will have when it happens.

A month ahead of time the publicity director should assign one or more reporters from the publicity committee to cover the association meeting, indicating on which phases each is to write stories.

If you are one of those reporters, in preparation for news work at the district meeting, get a list of all the newspapers in the area, collect typing paper, envelopes, and stamps, make arrangements for getting your typewriter to the host church, and, if possible, get someone from your church to help you while at the meeting.

Equipment Needed

A list of all the newspapers of the district, with their addresses, is a necessity when you are reporting on district meetings. The editor of your state denominational paper will probably have this list if you can't get it locally. I have made my own lists from the *Directory of Newspapers and Periodicals*, published annually by N. W. Ayer and Sons, Philadelphia. This names all the papers in the United States by state and by city, their addresses, and their frequency of publication. It is found in most moderate-sized libraries and newspaper offices.

Compute the amount of supplies you will need, then take along some extra. When this runs to more than the publicity budget, the publicity director should mention it to the superintendent and ask if his office would pay the bill. His

department should be glad to pay this small amount when it is being given one of the biggest helping hands of the year.

As for the typewriter, the ideal thing is for each reporter assigned to the meeting to take his own with him. If you don't own one, borrow a seldom-used one from a friend who appreciates church publicity. Make certain you get a definite promise of this typewriter at least two weeks before the meeting date.

Covering the Annual Meeting

When you get to the meeting, find a place to do your work between sessions. This can be a Sunday school room, the church office, or any other convenient place. A handy phone will help, but is by no means necessary.

When you are the only reporter covering a meeting, getting someone to help you with details will probably be an easy task. You will need someone who can check information for correctness, run small errands, mail your out-of-town stories, deliver stories to the local paper, and perhaps sit in on some of the sessions and take notes when more than one meeting is in session at one time.

A dependable, older teen-ager from your home church who is interested should be good for this job. If available, he (or she) is likely to be energetic and willing to help in every way possible. Otherwise, an adult from your church would probably be glad to help.

Many of your stories can be written before you leave your home for the meeting. Each of these will relieve that much pressure. It will be easy for you to decide ahead of time what

you will likely write in a story on the winners of contests, election of officers, selection of next year's host church, and other routine matters. Prepare these so that when the event happens all you have to do is fill in the names, perhaps a fact or two, and retype them. Or the retyping can be done by your assistant if he is a good typist. Check these stories for correctness just before they are mailed to catch any unnoticed changes.

In annual meeting stories, play up accomplishments of the past year and plans for the next. These are the things which impress the readers with the advancement and power of God's kingdom. Concrete accomplishments and plans are enough to make news throughout the district.

To report speeches at an association meeting, follow the normal procedure for other speeches. Home town people are interested in a speech one of their own members makes. Some speeches will have wide interest. These will be those made by persons well-known throughout the district or speeches which apply to all sections of the district, such as speeches on plans, accomplishments, and policies.

Sometimes you can save the midnight oil at an association meeting and get your speech stories out on schedule if you get a copy of a promising speech and write your story before the speech is delivered. As soon as it is delivered, check your story to see that it is still true, and mail it. Five minutes after the speaker says the last word, your story can be on its way to the editors.

This also applies to talks you are unable to attend.

At these meetings, as elsewhere, quotes from speeches can include a message which would not be published as straight news.

The moderator, director or superintendent, and secretary of the association are authorities. Go to them for verification of information and for new developments. They can give you such vital facts as who is from where and does what there.

To each editor send only one or very few stories for each edition. Don't send him a lot of small stories. Instead, combine the little ones into one, two, or three big ones per issue.

We repeat: When you spend one to three hard, full days covering a district association meeting for publicity, these will probably prove to be among the most fruitful days of your church publicity career.

How to Organize a Publicity Group

Do not be discouraged if this job of church publicity seems too big for you. This book presents more activities than could possibly be carried out by one person in his spare time. It is meant to be a handbook for an entire "church publicity group."

Publicity workers become more effective as they develop their skills through experience. Too, they set long-range goals and work toward accomplishing these as they promote current programs. Once the local publicity workers become challenged with the needs and opportunities of publicity, they keep each other's interest alive. Their work keeps advancing steadily and by working together the different publicists are able to serve the church through a co-ordinated, balanced program.

For an organized attack on publicity objectives and for mutual support of the workers, form a publicity group.

If it is impossible to get more than one or two persons to do church publicity work, adapt this plan to fit your need. Your efforts will get results. But if you have more help, the program will be more effective.

This group should have a director who is alert, open to suggestions, and able to work with people. He, or she, needs several co-workers. Regular co-workers will be reporters and poster-makers, and perhaps others. We do not list a church paper worker here because the church paper is considered the personal responsibility of the pastor and the church secretary.

The lone church publicity worker who realizes he needs help in publicizing the message of his church, usually will be the person who plans and initiates the organizing of the publicity group in the local church. In the first stages he will act as publicity director until he can get one elected by the church.

The publicity director's job is:

1. *Determine the needs of his church which can be filled to some extent by publicity.* Although this is a big job, it is necessary for him to find out what needs to be done if he is to apply the publicity group's efforts efficiently.

He must determine how many of the people who live in the area serviced by his church do not attend any church. (This can be figured roughly, but should be based on facts.) He must find out how many of his church membership do not attend church. He must compare the number who attend the Sunday morning preaching services with the number who attend the evening services and the Sunday school and Sunday evening training groups. The number who attend Sunday school and Sunday evening training groups must be compared with those who attend prayer meeting and other weekday programs. Then the spirit and enthusiasm of the enlisted should be considered in the light of what they ought to be. The attitude of the community toward the church must be discovered.

These comparisons will show you your publicity needs.

The entirely unenlisted should be brought to the preaching services. All who attend the preaching services should be encouraged to attend the other Sunday services. Those who attend all the Sunday services should be shown the advantages

of the weekday programs. All these should be persuaded to give themselves fully to God and his work. The attitude of the community should be made most favorable toward the church. The needs are great, and publicity must help fill all of them.

2. *The publicity director must determine the means which will fill the needs.* A study of the chart for "Means" at the back of the book will reveal most of the means available, also indicate those who can be reached by each.

3. *He must decide which means can be used most efficiently to reach each group.* In considering how efficient a publicity means is, remember that a means which reaches the right persons at the least expense and work, yet does the job thoroughly, is the most efficient.

If you want to enlist the support of the women's missionary society for a church dinner, you would not make the request for support over the local radio station. Instead, you would have an announcement made at the weekly meeting of these women and in the women's Sunday school classes. This would save the radio for a news story on the dinner or an announcement of a speech to be made that evening. Mail addressed to the persons concerned can also be used.

You can reach the Sunday school members by posters and announcements in their department and through the mail. These will usually reach those who attend the weekday services. This frees the pulpit announcements, vestibule space, and church bulletin for a message to the entire congregation or makes it possible to repeat these announcements to the entire congregation, thus strengthening the memory of those concerned.

When the entire congregation is interested in the information, the local church paper, posters which all will see, the church calendar, the sign at the church, the church handbook, and pulpit announcements should be utilized.

Due to their special nature, some of the other means listed here cannot be used for certain information. The sign at the church can list only a few items. The church handbook and calendar are printed long before some information forms.

Unenlisted church members are among the greatest liabilities, yet the greatest possibilities, any church has. A person is overlooking many things when he says: "The unenlisted church member is usually saved. Let's concentrate our efforts on winning those who never have attended church. Nearly all of these are unsaved."

His statements are true, but they do not include all the truth. The unenlisted church member is usually easier to enlist than the entirely unenlisted person. Also, in his home are others who need to be saved. In general, when one member of the family is enlisted, the remainder are easier to win. Concentrate on the straying church member, then let him help win others.

The unenlisted church member should receive the church handbook, the church calendar, the denominational state paper, and the church paper. If these enter his home, surely he will read some of the Christian messages in them. He can also be reached by direct mail. Other than this, you must use the same means you have for reaching the entirely unenlisted.

Persons who have never attended church, those who have attended a church some but do not now, and those who once belonged to another church but are no longer interested in it,

are the entirely unenlisted. To reach these, you can use the local newspapers, radio, mail circulars, car stickers, handbills, sidewalk signs, downtown posters and billboards, directing signs, and chimes. Of course, these means will also reach all the other groups we have mentioned in this third step.

Your publicity message can have a good influence on persons who attend other churches without your trying to win them to your church. Information which will help Christianize the thinking of the community will help all churches, regardless of where it originates. Routine news stories of accomplishments at your church will encourage workers in other churches and make the entirely unenlisted more sympathetic toward all churches. To reach these people who attend other churches, you have the same means you have for reaching the entirely unenlisted.

4. The publicity director must determine the cost of each available means. The comparative costs will vary in each locality. A few telephone calls can bring you the price lists.

5. He must decide on which means can be used efficiently by his church and which of these means he can probably persuade his church to use. All churches interested in advancing Christ's kingdom should use every free means of publicity which does not conflict with the teachings of the Bible.

No church, regardless of how small it is, is so crowded it should not spend at least a small amount of money for publicity. But any church must be shown that each expenditure is wise, that it will get results. A person who wishes to persuade his church to spend money for publicity must consider how much the church can wisely afford to spend for it.

The fourth-time church, with a budget of a thousand dollars annually, cannot use a highway billboard or much paid newspaper advertising efficiently. The same money spent on other means, such as posters, mailed advertising, and a church paper, would get more results for this church.

Churches which are more able should have a larger publicity program. Each church has its own problems here. As more publicity can be afforded, it should be put into use. The large church can efficiently use at least two dozen means of publicity. By the use of publicity and applied Christianity, it can make that church one of the very strongest influences in the community which it serves.

But, always, each means of publicity should be considered by the publicity director before he recommends it. He should determine its possibilities in his community, the effectiveness, and the cost per person reached. These factors determine which means is the most efficient, which is the most wasteful.

When the publicity director has decided on the publicity means his church should use, he should become so familiar with these means that he will be convincing when he tries to "sell" the church on the idea of adopting and paying for them. In order to do this, he must take the next step.

6. *He must plan the publicity program the church can carry on with these means if they adopt them.* This will take a lot of the unexpected kinks out of his plans and offer something concrete for the church to consider. It will also serve as a map for the publicity group to follow.

7. *He must decide on the personnel needed to carry on this program.* This is an essential part of the plan. He must know how many persons with what kinds of abilities are needed.

8. *He must find out what trained personnel are available and which are the most willing and apt for training in the jobs.* Usually you will find one or more persons in any church who can make posters. These will probably be willing to train others to help them. News reporters are more scarce, but many are willing and able to learn. A typist should be easy to find. Intermediate boys and girls or some older persons can be found who will do the tasks of placing posters and doing unskilled jobs.

The actual selection of these persons may be postponed until the church approves the publicity plan. But the person presenting the plan should consider the personnel enough to have a convincing answer when someone in the church conference asks, "It sounds all right, but where are you going to get anyone in this church who can do things like that?"

9. *He must present his publicity plan to the church and get them to approve and finance it.* This should be done at a regular church business meeting. During the few weeks previous to this business meeting, the publicity director should see the pastor and "sell" him on the church publicity idea. Then he should fully explain the possibilities of it to as many of the church members as possible, especially the leaders. Many of these have never given church publicity much thought. This preparatory work will make the church much more receptive when you offer your plan to them in their business meeting.

It may seem to you that if the church wants publicity, let them have it. If they don't want it, you shouldn't worry about trying to sell them on the idea. That is very logical, but everywhere Christianity has made progress, it has had to be "sold" to the people; that is, it took a lot of effort

on the part of missionaries and preachers to lead the people to accept Christ. You may have a similar task, and although yours will not be so difficult, the results of success will be great.

10. *The publicity director must choose personnel and assign them to the sections in which they will work.* If you have already decided who are the most suitable persons for the jobs, your first act is to get in touch with them and get them to accept their position and responsibility. There will be those you had counted on whom you cannot get, and substitutions will have to be made. This will also be a good time to select any assistants so they can be trained while the others are.

11. *He must train the personnel.* Of course, the publicity director will not do all the training himself, but he will be responsible for seeing that it is done. If there is no one available to teach some technical subject, this section can meet for group study. You should meet with them if possible so you will understand better that phase of publicity and can help select the best supervisor for that section. During this time each person should be impressed with the possibilities of church publicity and their part in it.

12. *He must assign duties* after he revises his plans as he sees the needs. These will be permanent assignments; so, much prayer and thought must be given to the decisions. Dependability is as important as ability. Each supervisor should be able to work with other people without friction.

13. *He must start the publicity machinery rolling.* This will be gradually started during the training to furnish practice. Now he will put his drawn-up plans into action.

All this will probably not start with a "bang," but each section and each person will do a small amount the first week, a little more the next, and continue increasing until the whole plan is in operation.

14. *He must continually plan, assign, and supervise the church publicity program.* Although a long range plan is necessary, the details will have to be filled in each week. Assignments of news stories, poster projects, and other publicity activities must be made regularly. No program runs efficiently without constant checks being made on it. It is the director's duty to make these checks.

All publicity projects should be checked on. Often it will mean the difference between the success and failure of a project—perhaps the difference in a small group and a large crowd attending some program.

The supervising will likely include a regular meeting of the publicity group. Here, the publicity director could make suggestions for improving the publicity program and the techniques used by members of the group. Always he should have some genuine praise for each person present and give credit where he can. Most of this meeting should be used in an informal discussion of church publicity methods, observations, and possibilities. For this, each member must feel that he is as much a part of the group as anyone else. A church publicity hobby club would probably be a good tool for promoting this relationship.

In the publicity club, include the pastor, the Sunday school superintendent, young people's director, and other organization leaders as associate members. In this way you will be enlisting their support more willingly and effectively.

By all means available, educate all church leaders and prospective leaders in the value of church publicity. Show them the amount of publicity your church is getting. Do this monthly, perhaps in connection with the church business meeting. This will make your job of getting news easier. Teach them to recognize news and to make plans and suggestions for publicity campaigns.

Much of your first year at church publicity will be spent in pioneering. You will be establishing a publicity setup, crystallizing your aims, enlisting leaders in the support of church publicity, and warming up the community to the idea that God and the church are needed. This last item will be a long-term project, extending over many years. The response will increase gradually.

A publicity organization set-up is suggested in a chart at the back of this book.

Local adaptations will cut or enlarge this suggested group to accommodate a couple or a score of workers.

As each person in the publicity group learns "the ropes" of his job, he should start breaking in another person. This will provide for the inevitably needed replacements, prepare for bigger publicity tasks, and train personnel for other publicity jobs.

HELPS

Three things, a scrapbook, a file of personal data, and a list of newspapers will prove invaluable to your publicity group.

Scrapbook

A loose-leaf notebook in which to paste clippings of all publicity you handle will be valuable in many ways. In this

will go all your publicity plans, your publicity calendar, clippings of stories you have had published, and posters or drawings of them.

Keep this by the month. In this way you can make out your calendar for the coming month and anticipate your publicity activities. Next year, or when a need arises for a similar campaign, you don't have to work from absolute scratch.

This will also be a great encouragement for you and for anyone else who may be considering helping with church publicity. Your publicity campaigns which helped to get the large attendance at a successful revival, your stories and posters and cards on a study course which was effective enough to bring the entire department to life, your story on a Halloween party which was picked up by the United Press and distributed all over the country—all these will be an encouragement and a challenge.

Rubber cement is the neatest adhesive for your scrapbook. It will not wrinkle your clippings when it dries.

File

Keep your own file of pertinent data on persons who are apt to make news. This will consist mostly of notes and news clippings about your pastor, all local church leaders, association leaders, state leaders, and persons over the state who at some time in the future may take part in some function at your church.

Extra bits of information can enliven your news stories when it comes time to write about these persons.

For the file, a used envelope for each person is adequate. Just write the person's name across the end of the back and

fasten the group of envelopes together with a rubber band. When you get a note or clipping on someone, you have a place ready for it. When you want to write a story about that person, you have some information which wouldn't be obtained in any other way.

Keep a complete church roster, with *corrected* spelling, handy at all times. Alphabetize it. With the children's names, list their parents so you can get all the information about a child when checking the spelling of his name.

List of Newspapers

Collect a list of the newspapers in your state. If you live close to the border of your state, you should also make such a list of the neighboring state. If a town doesn't have a paper, list the papers which are close enough to carry news of that town. *Directory of Newspapers and Periodicals* by N. W. Ayer and Sons is a good source book for this.

Publicity should be closely observed and compared with its results so that in the future the most effective means can be selected and employed in the best way.

The visitors' cards can be used to help determine the effectiveness of some publicity. On each card for this purpose, in addition to the usual name, address, and home church, should be the question, "What caused you to come to this church in preference to some other?" Following this question and accompanied by squares to be checked should be such items as:

Interest created through newspaper stories

Interest created through newspaper advertisements

Interest created through signs

Billboards

Radio

Friends and neighbors

Invitation of a church member

Because this is my denomination

Came with friend or relative I am visiting

As a general rule, you can get more publicity work done, and it will interfere with your other activities less, if you have a set time each day to plan and do church publicity work. Persons whose publicity duties require others to call them should have a regular time and place they can be reached each day. For the publicity chairman and church reporter, the time and their phone numbers should be published in the church paper.

PURPOSE AND MESSAGE OF PUBLICITY

Have a fairly clear idea of what you want to accomplish with your publicity. Your efforts will be much more effective.

Select a strong theme which can be used in all your publicity. "Faith in Christ is essential" is perhaps one of the best you could use. If you choose this theme, in each bit of advertising you should imply that faith in Christ is essential for one's country, one's state, one's town, one's neighborhood, one's family, oneself. Build this theme into the minds of all members of the congregation and all townspeople.

When people consider the church and God as essential, they will attend and worship, even when obstacles try to block their way.

Always keep clearly in mind that it is God you are trying to please with your publicity program.

Church publicity should be:

Institutional—building the prestige of the institution, the church.

Persuasive—getting the prospect to make a favorable decision.

A reminder—of the services, events, and program of the church; a reminder that God is real.

An announcement—showing what is offered and what is new at the church.

Enemies of Decision

In trying to get people to make the desired decisions, you will have at least the following enemies. The first is indifference to the church and to everything connected with it. This indifference is caused by a lack of interest; it is based upon ignorance. To overcome both this ignorance and indifference, you must effectively present God's and the church's program and purpose. Direct this message toward the indifferent person every chance you get. Give it to him in a form he will accept, but never use unchristian methods.

Hesitancy is another enemy of God. Everyone hesitates before he enters a new environment and new activities. Everything resists change, and change is necessary for a person to come closer to Christ.

For one person, attending church would mean giving up friends he has known for years; quitting sports and recreation that have furnished the only pastime he has ever known. A person who has no interest in Christianity is not likely to give up these things until real interest in the church is created.

Other people are just plain lazy; or, rather, they are so lazy they just never make the decision. The positive decision would lead to effort, so they decide negatively.

Procrastination is the other big enemy of decision. "I'll do that later" is often a sincere expression of a good intention. But that expression is one of the worst enemies of that intention. Everyone is to some extent a victim of procrastination.

These enemies combine to make it difficult to get a decision from the prospect. Publicity is one of the most effective tools for making unenlisted persons receptive to the Christian message. This will be a long process, depending on the mental attitude of the reader. The church must be "sold" to him. Much of this "selling" will take place in the subconscious mind of the reader. Repetition in the same manner, in different ways, and in a variety of methods becomes convincing. Goebbels, Hitler's propaganda minister, said, "To get the people to accept propaganda, make it simple and repeat it often." The same rule applies to the truth.

Stragglers and Unenlisted

In appealing to the unenlisted, the publicist must get a major decision. The prospect realizes that such decision will change many things, including his set ways of thinking. It will also require him to convince the rest of the family of the value of the change. It will take much effort, perhaps money, if he does what he comes to realize he should. To reach this person, every effective publicity means must be used efficiently.

Respect from neighbors and associates for those attending church is one of the greatest psychological helps in getting a

person to start going to church. Fear of being the butt of jokes is one of the strongest forces keeping the prospect away. Publicity can have its influence here and pave the way for the prospect.

In the mind of the prospect, build a sense of familiarity with the church.

The publicist also must appeal to the stragglers, those who come occasionally to the Sunday morning preaching service. These seem to feel that they have little in common with the constant churchgoer. But they think that occasional church attendance is in some way a part of their salvation, so they come occasionally.

All church members are potential stragglers. Former young people's directors, former Sunday school superintendents, former teachers and pupils all are found in the straggler line. The publicist must direct his publicity to help maintain sufficient interest to keep anyone from dropping back to this condition. When you realize that many churches fail to advertise effectively even revivals to their own congregation, you begin to see the need.

Both the prospect and the regular member should be reached at least as often as there is a service or program available to them.

Easiest Steps for the Prospect

In advertising to a prospect, remember he will take certain steps more readily than others. As a rule, the entirely unenlisted will attend the morning preaching service more readily than the Sunday school or a weekday service. (Exceptions to this must not be overlooked.)

When he starts attending the morning preaching service, it will usually be easier to get him to come in time for Sun-

day school than come to the Wednesday evening prayer meeting. This does much to outline our publicity efforts. Decide who is your audience for each means of publicity, and form your message accordingly.

In your newspaper advertisements, concentrate your effort on bringing the unenlisted into the Sunday morning and evening preaching services. In the church vestibule, the church paper, and in announcements, try to promote attendance at the Sunday school and Sunday evening training groups. In the departments, try to show the advantages and rewards of attending the weekday services. In this way you will eliminate much waste publicity effort.

Commercial advertising is used to increase the consumption of present users as well as to get new customers.

Most means of publicity are presented to different audiences, therefore, make your message in one means appeal to as many as possible. In fact, a story which would seem to be of interest only to a person absorbed in church work may be very interesting to those who never attend church. We are all human. What is of interest to one is of some interest to others.

Possibilities

Advertising, availability, and merit have made the refrigerator, the car, and the radio pass from the novelty to the necessity in the last fifty years. These three things can combine to do as great things for the church in the next fifty years. Already we have the availability and great merit. We need the proper advertising.

Many of our churches are constantly making achievements which show that much greater things are within reach. Yet

others disregard these challenges and plod along their obsolete pace. It will take much more than publicity to attain our possibilities, but publicity is one of the necessities.

BUDGET

The publicity budget should be planned for a year in advance. This is so the church can be led to make an adequate appropriation and so the appropriation will be used more efficiently.

You will not know all the details of expenses at the beginning of the year, but you can form some valuable generalities.

Some business firms base their advertising budget on the business increase they will attempt, some make it a percentage of their expected income, others a per cent of past income. An excellent system for the church to follow is to plan how much publicity can be used efficiently for each of its different activities throughout the year, then figure the cost of these. This will be your budget. It may take a trimming in the church business meeting when appropriations are made, but you can cut most items proportionately.

Until the church approves an advertising budget, you can probably get a publicity allowance out of the office and supplies appropriation of the general church budget.

Keep the pastor and the church "sold" on church publicity. When people are not continually reminded of the advantages of something, they take it for granted; then when budget cuts are considered, that item is among the first thrown out.

Publicity Campaigns

IN campaigns your publicity efforts are intensified, you can see more results.

These suggested outlines of publicity campaigns are meant only as starters for your campaigns. You can change and add to these as your own situation requires. A successful church publicist will be able to take these outlines and plan campaigns for his church much more effectively than can the person who is not acquainted with each local situation. A wide-awake staff will find possibilities for additional publicity popping up throughout the campaign. These add life and challenge to your job as publicity worker.

At *all* times consider *all* angles to get *all* information and give *all* events *all* the publicity practicable.

Assign all the stories for a certain campaign to one writer; all the posters to one artist; and relieve these two of all other duties during the campaign. When the amount of work will cause an unfair burden on the one person, some of the assignments can be given to another person. But as one person gathers information, he gets a better over-all idea of the job, and can do it more quickly and completely. His interest increases when he is given the responsibility for the success of his project.

STEPS

Steps in a publicity campaign should take place about like this:

1. State your purpose.
2. State the obstacles to achieving your purpose.
3. State the possible means of overcoming the obstacles.
4. Decide which means can be used most efficiently.
5. Plan in detail the most effective ways to use the means.
6. Apply your most efficient means in the most effective way.
7. Supervise the application of the means.
8. Observe the results.
9. Draw conclusions and record them for future use.

These steps will become mechanical with you after you have used them a few times. They are merely the logical way of handling any problem.

OUTLINES

These outlines are to show the possible ways publicity can be used to support different types of activities, and can be used as starting points or models for planning your own campaigns. If a campaign you are interested in is not given, one of a similar activity may be.

STUDY COURSE

Purpose

To increase attendance and results of the study course.

Obstacles

Other activities. Lack of interest and concern. Lack of transportation.

Emphasis

Needs which can be filled. Improvements course will bring. Opportunity to learn.

Means

Announcements.—Start one month before course. Use in all departments of the church, as well as in the pulpit and week-day meetings. Stress the course in the closing exercises. Always vary an announcement to put new interest into it each time it is made.

Newspapers.—News story one week before beginning. Day before opening night. (For weeklies, this would be the last issue before the study course.) Occasional stories during course. Final story giving results. Brief story to denominational paper after course closes.

Posters.—One in each assembly room, one in vestibule, one month before course. Rotate these each week to give variety to each location.

Telephone.—Organize telephone brigade, each member to call ten people week before course starts, on day course starts, and each person on the day after he was absent the night before.

Radio.—Same as *Newspapers*.

Mail.—Four days before course, send to each member of the organization a duplicated letter and program for the course if the publicity budget can stand it.

Church Calendar.—Listed.

Church Paper.—Mention of study course four weeks before it starts, goals given three weeks before, themes of books to be taught two weeks before, staff and plans and requests for transportation one week before, news and benefits possible to members on Sunday before course starts.

SUNDAY SCHOOL ENLARGEMENT

Purpose

Increase active enrolment.

Obstacles

Lack of interest. Sleeping late. Unplanned Sunday morning. Lack of effort by present members. Lack of visitation. Poorly-conducted classes and lessons.

Emphasis

Value of Sunday school to persons and community. Planning to attend Sunday morning. Value of visitation.

Means

Announcements.—Starting one month previous to the campaign, announcements stressing the need for each class to take part and each teacher to be ready should be made in each teachers and officers' meeting. During the same period similar announcements should be made in all classes with each announcement telling something new to build interest.

Pulpit and department announcements on the fourth Sunday previous to the campaign should mention the campaign and give a review of another such campaign which was successful. This can be a campaign which was in your own or

another church. The third Sunday before the opening of the campaign, announcements should stress the community's need for attending Sunday school. The second Sunday before, the campaign should be outlined to the entire Sunday school. Quotas should be assigned. The Sunday before, definite assignments probably will be made, so the announcements should stress the value of the Sunday school to the individuals. (The announcements suggested in this paragraph border very much on planning, but they are publicity.)

During the campaign, progress can be announced and talks should emphasize what results can mean to the individuals and to God. After the campaign, credit should be given for accomplishments.

Newspapers.—News stories should follow closely the pattern of the announcements. They can't be as editorial as the announcements, unless they are in editorial form and addressed to the editor. Write any story which has news value. About three spaced stories to denomination paper. These should stress methods and accomplishments.

Radio.—Short news stories to the station's local news editor. These will probably be released at the same time as you release stories to the paper.

Mail.—Letters to church workers and other members explaining the value and possibilities of the campaign. If it is an area-wide campaign, if your mass-addressed letters can be limited to the area served by your church, or if the names of the persons residing in this area are available, a mass campaign by mail is possible. These letters should stress the value of Sunday school to the individual, to the family, and to society.

Car Stickers.—The wisdom of these will have to be decided for each campaign. The length of the campaign, the number of workers and churches involved, and the amount of other publicity will be influencing factors.

Handbills.—Same as *Car Stickers*.

Posters.—For downtown, same as *Car Stickers*. For the church, one in each assembly room, classroom and vestibule, one month before campaign. Rotate these each Sunday. During campaign display a different poster in each location each Sunday. This may require the making of additional posters during the campaign, but most of the posters should be made during the fifth and sixth weeks before the campaign.

Signs.—A posterboard or oilcloth addition with large letters identifying your church as the one carrying on the campaign should be attached to the sign at the church and each sign directing people to your church.

Church Calendar.—The campaign should be scheduled far enough in advance that it can be listed on the annual church calendar.

Church Paper.—Should follow pattern similar to that of Announcements, but should not duplicate announcements or talks.

Telephone.—Telephone brigade should be formed, each member notifying ten Sunday school members each of the four weeks before the campaign, calling ten prospects each week during the campaign.

Public Address System.—System mounted on car driven through the area serviced by your church on Saturday before

each Sunday of the campaign. Announcements made should be an invitation to Sunday school and church the next day, and a short slogan stressing the value of the Sunday school or church to the individual or family.

CHURCH LIBRARY

Purpose

Promote wholesome reading, especially of Christian literature.

Obstacles

Ignorance of what material is available through church library, lack of time planned for reading, lack of daily accessibility of church library as compared with subscription reading matter, lack of intention during the week to get book the next time the person is at the church, lack of interest.

Emphasis

Self-development and Christian development possible through wholesome reading, convenience of church library.

Means

Newspapers.—Every story possible. Feature story on service offered by library. One on activity of library.

Mail.—Reading lists and reviews can be distributed by mail if less expensive methods are not sufficiently effective.

Posters.—Featuring books, with reference to church library. Presenting services offered by library. Suggested reading. Special services offered. These should be located in prominent places so they will be seen by everyone in sufficient numbers to make the viewers decide to visit the library.

Church Paper.—News. Reviews. Suggested reading lists. Convenience of library.

Announcements.—New or seasonal books should be announced in organizations of the church.

Reading Lists.—Suggested reading lists prepared and distributed quarterly or more often, also before Christmas, Easter, etc. Can also contain suggestions for a regular reading plan. Place them where they will be taken, hand them out, or mail them.

VACATION BIBLE SCHOOL

Purpose

Increase attendance.

Obstacles

Parents' indifference, children's lack of interest, children not knowing about the school.

Emphasis

Benefit to children, enjoyable activities offered.

Means

Newspapers.—Every story which will stress the points for emphasis. Story when plans begin. One when dates set. Another when faculty selected. One or more when activities decided on. Stories on developments, prospects, activities, etc., the two weeks before school. Daily stories during school.

Story to denominational paper giving results, also others if material justifies.

Radio.—Same as for newspapers, except shorter. Some commercial program producer may be willing to promote the

Bible school on his program. Also the station may broadcast a program presented by the Bible school.

Mail.—The entire area can be covered by mass-addressed mail. If the names are available, letters of invitation can be sent to each child in the area served by your church.

Handbills.—Distributed to every house in area.

Sidewalk Signs.—Stenciled on walks throughout area, unless regulations prohibit this.

Posters.—At the church, appeal to the children with the posters in the younger departments, appeal to the parents with posters in the adult department. Downtown posters appealing to both. Similar posters on trees or poles throughout area.

Public Address System.—Taken throughout area on Saturday before Bible school starts, possibly each morning thirty minutes before daily session starts.

Chimes.—Sounded fifteen or thirty minutes before each morning session.

Signs.—Posterboard or oilcloth addition to all church signs identifying your church as the one sponsoring the vacation Bible school.

Church Calendar.—Vacation Bible school should be listed.

Word of Mouth.—Children organized into "Booster Bands" become very active in inviting neighboring children.

Telephone.—Same as *Word of Mouth*. Also be used to notify children who attend church.

Church Paper.—Two-page insert may be necessary to handle Bible school information. Names, plans, activities, benefits possible, education, service, recreation, goals, everything the Bible school offers should be presented attractively through the church paper during the month previous to the school, during the school, and on the Sunday following it.

Bible School Paper.—Published each day of the school. This could carry all the names of children enrolled the previous day, news about the children and workers, information about the workers, coming activities, all the children's names you can use.

Announcements.—Adapt instructions for *Church Paper*.

Pictures.—Use a lot of pictures of previous schools and of workers. These can be used with posters. Some churches show films of their preceding year's school.

REVIVALS

Purpose

Help prepare church members. Increase attendance.

Obstacles

Indifference of church members, indifference of unchurched.

Emphasis

Duty, opportunities to worship, privilege of service, emphasized to church members. Value of church to individual, family, and community, quality and popularity of services, and any other wholesome appeal emphasized to the unchurched.

Means

Newspapers.—Stories when date is set, preacher and other outside help selected, and when each development occurs.

The month preceding the revival should start with a revival story. This should be followed by another in less than a week. The campaign should become more intense as the time of the revival draws nearer. This will require research, information from the evangelist's office, close contact with the local pastor, stories from local committee chairmen. Stories can be on the biography of the evangelist, men who will serve as ushers, arrangements for the evangelist's entertainment, planned young people's activities, choir and other music, children's groups, dozens of things.

A couple of weeks before a coming revival one church publicist got a story on the meeting printed in the local paper. When it came out, he rushed a copy of that edition to the home town of the visiting preacher. There a photograph was made of the evangelist and his wife reading the story. Of course, when this picture was mailed back to the church publicist the week before the revival, he had a story and its illustration which the local paper couldn't resist—a prominent pastor in another state enjoying their paper.

A story of the coming revival and another of results should be sent to the denomination paper.

Paid newspaper advertising should start the week before the revival and continue into the last week of it. Those advertisements must give the time, place, name of evangelist, invitation, and each day a different appeal to get the attendance of the inactive.

Radio.—Similar to, but not a duplicate of, *Newspapers*.

Mail.—Mass-circulated letters and handbills one week before the revival, more the day before it starts, these giving the first few sermon subjects and anything of special interest. Twice

a week during revival, giving next few subjects and related bits of interest. (See *Handbills*, below.)

Handbills.—These can be used instead of the mails listed above. Also similar handbills can be distributed by leaving them (with permission) on business counters or other places where downtown customers will get them. May be distributed on the streets. Handbills can be reprints of a quarter-page or larger newspaper ad.

Car Stickers.—Revival, time, place. Make them attractive.

Sidewalk Signs.—Revival, time, place. (Don't violate any regulations.)

Posters.—Start displaying at the church one month before revival. In store windows, two weeks later. Due to the large number of posters required, they are often printed for a revival. Do not depend entirely on the printed posters or display cards, but use a large number of the bigger, more colorful and more attractive handmade posters. Schools sometimes offer good locations for posters. All of these should present all phases of the revival, which will increase interest. Have some illustration, design, church signature, or other indication which will be the same on all posters so each will be immediately identified. But have each different in some way to avoid the lack of attention caused by monotony.

Public Address System.—Cover the area served by your church a few days before the revival, the day before, and twice a week during the revival. Give time, place, date, speaker, and invitation.

Chimes.—Broadcast chimes from your church to the surrounding area for thirty minutes before each church service.

Signs.—Attach a posterboard or oilcloth notice to the church and directing signs, identifying your church as the one having revival.

Church Calendar.—List revival.

Church Paper.—Starting a month or six weeks before revival, devote as much space as you can efficiently to the revival. Announcements of all prayer meetings, preparatory services, news, and information should be published. Again, all this may require an additional two-page insert.

Word of Mouth.—Most of this will be personal work or public relations. Children's "Booster Bands" are effective.

Telephone.—Members of telephone brigades can call ten church members each week during the revival and week previously. Many church members never attend revivals.

Announcements.—All types of interest-filled announcements should be made. This includes regular mention of the revival in each meeting of every department of the church.

Other Means.—Every means available should be used to increase the effectiveness of the revival.

One large church was bringing to town a nationally-known preacher. Using almost no newspaper advertising, they distributed window cards around the city and strung up a large banner across the front of the church. But the persons who might have been persuaded to attend found themselves frustrated. *None of these indicated the time of the services.* In the business world that would be almost unpardonable. In all your advertising state the *what, when, where, who*, and if there is reason for it, include *why*, and *how*.

These are only a few of the many publicity campaigns every church should carry on each year. Others include promotion day, anniversaries, out-of-town conventions, election of officers, church appreciation, and other themes, activities, projects and programs, as well as Christian emphasis on each holiday.

When there is no campaign, most of the major means of publicity should be used to give emphasis to some phase of Christ's kingdom.

Plan your campaigns far in advance, and make changes as the need arises. Keep one year's plans so they may be enlarged upon in following years.

In your community there are unchurched persons who deeply need to know more of God and what he can do for them. There are many with wrong notions about churches, Christians, and God.

Large numbers of people believe Christianity never accomplishes anything, that churches are parasites on the community, and religion is an opiate of the masses. A strong, recurring presentation of the facts through publicity will reach these critics; it will squelch most of their misconceptions.

Droves of church members put off attending vital church services because of their lack of interest. Others neglect to lend a helping hand because they are never informed of the true needs. And some spend money selfishly when a vision of sacrifice would bring them deeper happiness through helping to spread God's message.

The needs for church publicity are matched only by the God-given opportunities. Pray that the Lord of the harvest will send forth laborers into the harvest so that today's publicity opportunities will become victories.

MEANS OF PUBLICITY, AUDIENCES EACH CAN REACH, AND RELATIVE COST

MEANS	Person who Attends Weekday Services	Attends Sunday School and Training Groups	Attends Sunday Preach- ing Services Only	Unenlisted Church Member	Entirely Unenlisted	Attends Another Church	Lives in Another Community	Relative Cost
Newspapers, general	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx	1,4
Radio	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx	1,4
Mail: circular, box holder, etc.	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx		3
Car stickers	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx		2
Handbills	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx		3
Sidewalk signs	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx		2
Posters, in store windows	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx		2
Billboards, in town	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx		4
Chimes	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx		4
Public address system	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx		3
Signs, directing to church	xxxxx	xxxxx	xxxxx	xxxxx	xxxxx			2
Mail, individually addressed	xxxxx	xxxxx	xxxxx	xxxxx	If their addresses are available			3
Newspapers, denomi- national	xxxxx	xxxxx	xxxxx	*				1
Church calendar	xxxxx	xxxxx	xxxxx	xxxxx				3
Word of mouth	xxxxx	xxxxx	xxxxx	xxxxx				1
Church handbook	xxxxx	xxxxx	xxxxx	xxxxx				3
Telephone	xxxxx	xxxxx	xxxxx	xxxxx				1
Church paper	xxxxx	xxxxx	xxxxx	xxxxx				2
Pulpit announcements	xxxxx	xxxxx	xxxxx					1
Posters, in church vestibule	xxxxx	xxxxx	xxxxx					2
Sign, at church	xxxxx	xxxxx	xxxxx					2
Photographs	xxxxx	xxxxx	xxxxx					3,4
Announcements, in church departments	xxxxx	xxxxx						1
Posters, in church department rooms	xxxxx	xxxxx						2
Announcements, week- day	xxxxx							1
Blotters, napkins	Reach s	pecial g	roups. E	ach diff	ers			1,2,3,4
Billboards, on high- ways		only w	hen ente	ring you	r town		xxxxx	4
Church directories in lobbies							xxxxx	2

At top of columns find audience you wish to reach. Checks on lines below indicate media you can use to reach it.

Key to numbers in last column 1—Offers possibilities for free publicity

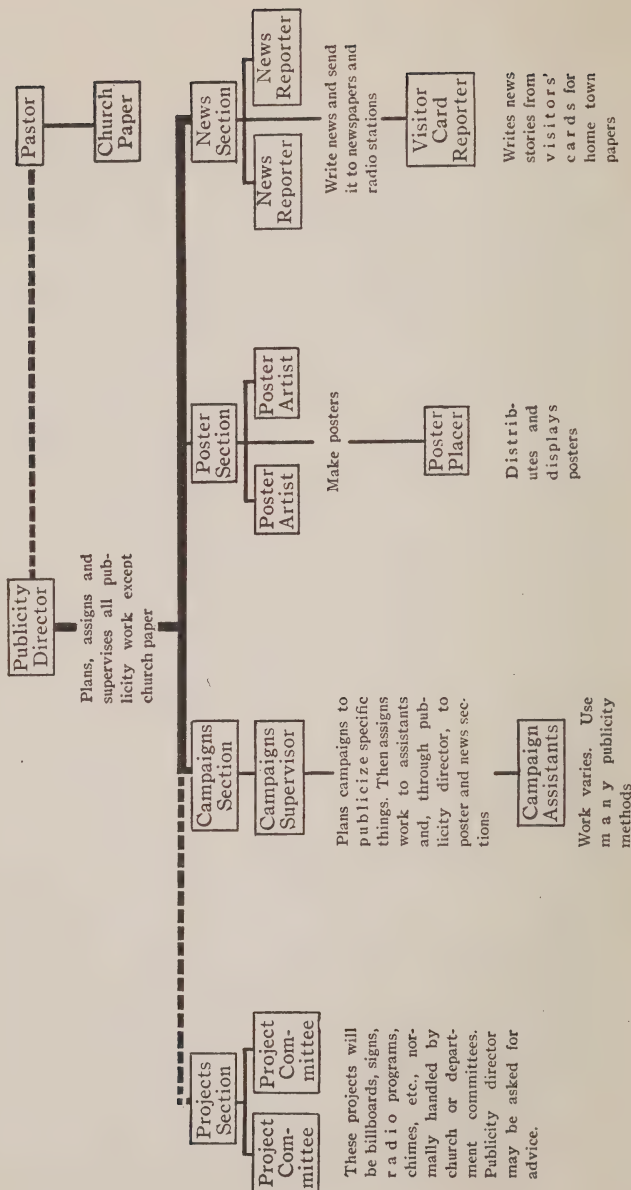
2—Small expense involved 3—Very reasonable expense involved

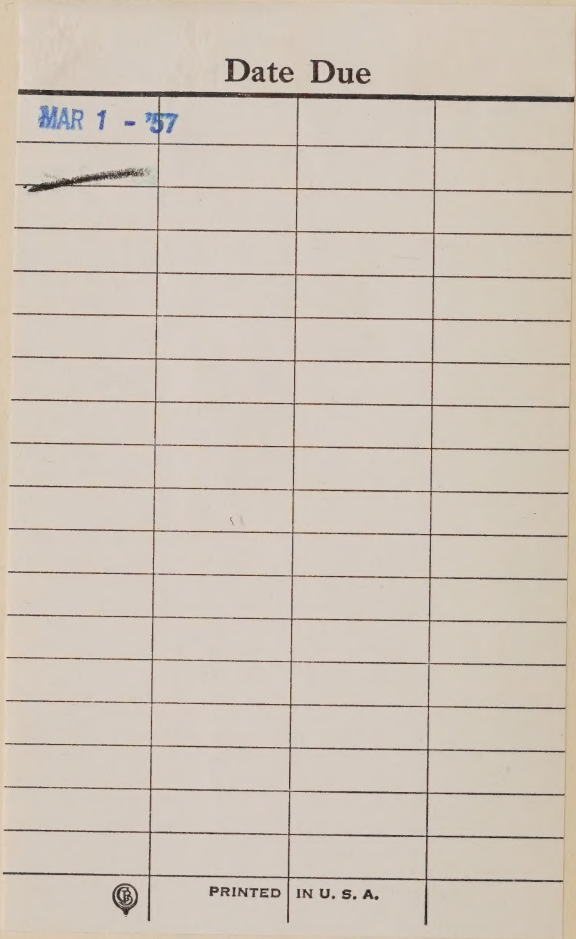
4—Reasonable cost for churches which can afford these

*—If received by all members.

This chart is based on the theory that the "average" person who attends a weekday service also attends most of the Sunday services, and one who attends Sunday school or a Sunday evening training group also attends the preaching services which follow.

Suggested CHURCH PUBLICITY GROUP for church of 500 or more members



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